

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.
VOL. LV. NEW YORK, MAY 16, 1906. No. 7.

THE 1906 ISSUE.

The 1906 issue of Rowell's American Newspaper Directory, ready for delivery next Monday, is the thirty-eighth annual edition of consecutive publication.

It is said when a business or institution has passed its tenth year of existence its stability and place in the world is demonstrated.

A year ago the Printers' Ink Publishing Company acquired the right to publish the Directory. Under its auspices appeared the edition of 1905, although the revision continued, and still continues, to be made under the supervision of its founder, Mr. George P. Rowell.

One may read in the preface of last year's Directory a declaration of policy. The platform there outlined appears to have the indorsement of the most prominent publishers.

In the 1905 book advertising patronage was asked purely on a cash basis. No newspaper directory was ever before issued in strict compliance with such a plan. As an indication that it has approval, it is rather pleasant to be able to point to the fact that the display advertising obtained for the present edition is nearly double the amount of last year's; that the Publishers' Announce-

ments, which supplement the catalogue description, are also considerably increased, and the addition to the Star Galaxy was twenty-one publications, or two more than in 1905.

The following forty-nine periodicals have the Guarantee Star in 1906 edition of the Directory:



THE STAR GALAXY TO DATE, ILLINOIS.

Chicago.....Daily News.
Chicago.....Tribune.
Chicago.....Record-Herald.
Chicago.....Examiner.
Decatur.....Daily Review.
Decatur.....Herald.
Peoria.....Star

INDIANA.

Crawfordsville.....Journal.

MINNESOTA.

Minneapolis.....Journal.
Minneapolis.....Tribune.
Minneapolis.....Farm, Stock and Home.
Minneapolis.....Svenska Ameriskanka
Posten.
St. Paul.....Pioneer Press.

PENNSYLVANIA.

Philadelphia.....Bulletin.
Philadelphia.....Press.
Philadelphia.....Farm Journal.
Pittsburg.....Post.
West Chester.....Local News.

NEW YORK.

Brooklyn.....Standard Union.
New York City.....Printers' Ink.
Buffalo.....Evening News.
Mount Vernon.....Argus.
Troy.....Record.

CALIFORNIA.

Oakland.....Herald.

COLORADO.

Denver.....Post.

CONNECTICUT.

Bridgeport.....Morning Telegram and Union.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

IOWA.

Des Moines.....Successful Farming.
Sioux City.....Tribune.

MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS.	
Boston.....	Globe
Brockton.....	Enterprise.
MICHIGAN.	
Jackson.....	Morning Patriot.
MISSOURI.	
Kansas City.....	Star.
NEBRASKA.	
Lincoln.....	Daily Star.
Lincoln.....	State Journal and Evening News.
NEW JERSEY.	
Red Bank.....	Register.
OHIO.	
Akron.....	Beacon Journal.
OREGON.	
Portland.....	Journal.
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA.	
Richmond.....	Times-Dispatch.
WASHINGTON.	
Seattle.....	Post-Intelligencer.
WISCONSIN.	
Milwaukee.....	Journal.
Racine.....	Wisconsin Agriculturist.
CANADA.	
Montreal.....	Star.
Montreal.....	La Presse.
Toronto.....	Mail and Empire.
Victoria.....	Colonist.

The extent and full meaning of the Star Guarantee will be found set forth in the catalogue description of each publication possessing it. It must be evident to every one that no publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, under the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

It may be perhaps of interest to state that, although the 1906 Directory has appeared, Guarantee Star certificates will be issued at any time between now and the time of going to press for the 1907 edition, to publications deemed eligible for admission to the group of famous papers known as the Star Galaxy.

ORIGIN OF THE STAR GALAXY.
In the March issue of Rowell's

Ameridan Newspaper Directory for 1900 one may read:

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in Rowell's American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures, based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, after between three and four thousand dollars had been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts, and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a frightful nightmare after the guaranty was withdrawn.

On the other hand, however, there has since appeared a class of publishers who have expressed a desire for the resumption of the guaranty system and their willingness to assume a share of the burden it entails.

After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—the guaranty to be continued year after year, or until the correctness of the rating has been successfully assailed.

The publishers of Rowell's American Newspaper Directory have often expressed the opinion that no newspaper man in the United States could be found who would for one moment hesitate to kill the Directory if he had the power and could exercise it in the dark. The position of the publishers of the Directory on this point has, however, been somewhat shaken of late by receiving several responses to the offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions toward sustaining the work of the Directory, and indicate a change of attitude on the part of some of the leading papers of the country. It is gratifying to note that, after thirty-two years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid from men who conduct the best class of newspapers and make a practice of letting their actual issues be known.

Among the more than twenty-three thousand publications catalogued in the Directory there are not less than seventeen thousand

(Continued on page 6).



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

In 1899 when the circulation was 200,000, "we said the SATURDAY EVENING POST is to be pushed into circulation exceeding that of any other weekly in the United States." At present our circulation is 750,000 each week. We say this not from self-pride, but as a suggestion that our plans and our predictions are built not on mere guess-work, but on a sounder basis.

It should be a source of confidence to the advertiser that his advertisement is yoked with a business no less honorable, no less stable, and no less successful than his own. If the success and prestige of our proposition are identified in the reader's mind with the appeal and reputation of yours, the gain to you is considerable.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

that fail to get credit for issuing regularly so many as a thousand copies. It is an interesting and instructive comment upon the substantial accuracy of the Directory ratings, not out of place to be made here, that during the past year every one of these more than seventeen thousand comparatively unimportant papers was specially communicated with for the purpose of learning how many among them had so increased their regular output as to be entitled to ratings in Arabic figures, a distinction which is not commonly accorded unless the regular issues exceed a thousand copies. In response to these inquiries eight hundred and one papers made more or less definite assertions that they should be accorded the coveted distinction, and of these eight hundred and one precisely one hundred and seventy-six did furnish signed statements that established their claims. It will be seen that not so many as one in twenty of the papers rated below a thousand had any disposition at all to protest, and not so many as one in a hundred were prepared to make out a signed statement of facts that would lift them into the higher grade. Any one who has ever been in the print shop of a local paper and seen a hand-press worked can fully realize that a thousand is a tremendously big edition.

Purchasers of this edition of Rowell's American Newspaper Directory are advised to preserve it carefully for future use, for this particular volume will become more valuable in the few years that follow, because it will be the last issue to contain a reiteration of all the varying circulation ra-

tings accorded to all the newspapers for the preceding sixteen years. In future issues the Key will be out of use, the letter ratings will disappear, and the plain story about every paper will be told in plain words. The Directory for 1907 will have a condensed resumé of the past ratings, but the whole detailed story, as shown in the present issue, will often prove of marked value to advertisers whose contracts are for such considerable amounts as to make welcome to them everything that throws light upon the stability of the circulation of a newspaper under consideration.

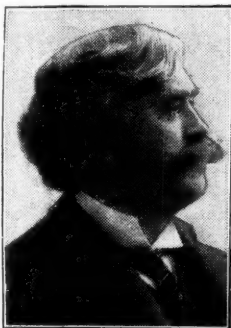
RELIABLE.

From time to time the Business Opportunity Co., of 11 Union Square, New York City, advertises in the classified columns of *PRINTERS' INK* for men to fill advertising positions. This concern is duly incorporated under the laws of New York State, with capital of \$25,000. It is now in its fourth year, and secures positions for capable men upon a brokerage plan, requiring a \$5 deposit from the applicant if the latter is found capable, and five per cent of the first year's salary when a position is accepted, payable in installments by arrangement. As it does business in New York City, this concern is also under the municipal laws regulating employment agents, and duly licensed. The employment laws of New York City are said to be as strict as any in this country.

PERHAPS you fear your product is too expensive to advertise with profit. Is it more expensive than pianos or automobiles? Perhaps you think your product is not costly enough—too trivial to advertise. Is it smaller or cheaper than a push-pin? Through the whole gamut of human necessities and luxuries there are advertising successes.—*Ad Curtis Publishing Co.*

ONE of the best ads for a business house is the pride of its employees.—*Star Monthly Solicitor.*

Circulation Receipts of the Pierce Publications show a gain of 189 per cent in April.



A recent announcement of the Pierce Publications showed the remarkable gains of that great combination of agricultural and rural home publications in circulation receipts during the regular subscription season of 1905-'06. It was supposed that the grand rush of new subscriptions and renewals had practically ended in March; but, contrary to all expecta-

tions, the gain not only continued throughout April but recorded the largest percentage of growth of any month this season. The increase over April, 1905, in cash receipts, was 189 per cent—nearly tripling the fine record of a year ago. Never were these splendid farm and rural journals so prosperous in all their departments as at the present time. Present total circulation of the group—three weeklies and two monthlies—**310,000.**

The Pierce Publications comprise **THE IOWA HOMESTEAD**, Des Moines, Iowa, the greatest of all agricultural papers, covering Iowa, Illinois and Nebraska; **THE WISCONSIN FARMER**, Madison, Wis., by far the best medium for reaching the farmers of Wisconsin; **THE FARMER AND STOCKMAN**, Kansas City, Mo., unequaled in Missouri, Kansas, Oklahoma and Indian Territory; **THE FARM GAZETTE**, Des Moines, Iowa, a beautiful magazine covering the Middle West; and **THE HOMEMAKER**, an attractive monthly for farmers' wives and children, reaching 120,000 farm homes.

A flat rate of \$1 a line pays for display space in all five of the Pierce Publications.

THE CURTIS AGREEMENT.

THE DOCUMENT THAT HAS GIVEN THE MAGAZINES STRENGTH, AND WHICH IS RECOMMENDED TO THE NEWSPAPERS — WHAT FOLLOWS THE AGREEMENT — VIEWS OF CYRUS H. K. CURTIS.

The agreement between the Curtis Publishing Co. and advertising agents, which the latter are required to sign before they receive commissions on business placed with the *Ladies' Home Journal* and *Saturday Evening Post*, is a very simple document, comprising only a couple of hundred words printed on a single sheet of paper. But upon it has been built the stability of the magazine situation.

This agreement binds an agent to maintain the rates on the Curtis Publishing Co.'s rate cards, and in return the company binds itself to protect the agent by never allowing a commission on business placed direct. The agent also binds himself to never quote rates on the *Ladies' Home Journal* or *Saturday Evening Post* in combination with other publications in such a way that reductions or commission-splitting on the latter may amount to a concession on the Curtis periodicals. In return, the company agrees that it will not allow any agent a commission larger than the regular ten per cent paid to all agents alike.

When this agreement has been signed by an accepted agent and returned to the company, a second document is forwarded to him, signed by Cyrus H. K. Curtis, president of the Curtis Publishing Co. This second paper makes the first legally binding in a court of law, and also imposes on the company an interesting penalty. It reads as follows:

AGREEMENT.

In consideration of your agreement to maintain the advertising rates of the *Ladies' Home Journal* and the *Saturday Evening Post*, wherein you bind yourself to the conditions which we have imposed, the Curtis Publishing Co. hereby agrees:

First—That it will not allow the advertising agent's commission to any direct advertiser;

Second—That it will not allow to

any advertising agent a rate lower than that given on our published rate card, at that time in effect, this rate being subject to ten per cent commission to all agents alike.

Should we violate either of the above agreements we will, upon presentation of satisfactory proof thereof, allow you, on all advertising that you are placing with us, in both the *Ladies' Home Journal* and the *Saturday Evening Post*, a percentage of rebate equal to the percentage of the cut which it is proven that we have made, this rebate to continue during the entire period which said violation is proved to cover.

As the average gross revenue from advertising of these two magazines is about \$250,000 a month, it will be seen that such an agreement as the last would make any deviation from the straight and narrow path too costly a risk to be considered for a moment. It is generally recognized among both agents and advertisers that the Curtis Publishing Co. is immovable on rates and commissions, and the agent or advertiser who doubts the integrity of the company has only to furnish proofs to create a very interesting situation. This policy, backed by the agreement, has made the company a stronghold around which many other magazines have gathered, either adopting similar agreements or putting the same conditions into effect without a written contract. *McClure's* had an agreement until lately, but this, it is said, has been replaced by a printed clause on the rate cards sent out. The S. S. McClure Co. also agrees to open its circulation and advertising records to any recognized agent who wishes to see them for his own satisfaction. The Curtis Publishing Co. will also show its record to proper parties. The Butterick Publishing Co. has an agreement, as have the Munsey publications, *Scribner's*, etc.

The first Curtis agreement was put into force in 1898, and accomplished its purpose for two years. Then a slight loophole was found, and another and stronger form was devised. Five per cent discount in addition to the agents' commission is allowed for cash payment of advertising bills. This must go to the man who pays the

bill, however. If the agent carries the advertiser, the former is entitled to the discount, while if the advertiser pays the bill it must be turned over to him. Formerly it was a common practice among magazines to allow a cash discount on an advertising bill when the agent paid with his personal note, but now such a substitute for cash is not accepted.

Much of the strength of the agreement lies in the vigor with which its clauses are maintained by the publisher. Primarily the agent, in signing it, becomes the agent of the Curtis Publishing Co. The company pays his commission, and regards him as its employee. He is asked to do nothing whatever conflicting with his duties to his advertising clients, and is restricted in no way as to the amount of business placed with the *Ladies' Home Journal* or *Saturday Evening Post*. But in representing these magazines he is regarded as an employee, and must deal with them fairly. Another important question brought up by the agreement is that of determining who is entitled to recognition and who not. This discrimination is made chiefly upon an applicant's claims to recognition as a bona fide advertising agent. Questions of financial rating or amount of business placed do not enter into it so much as the fact that the agent is acting in good faith, and is responsible, and is an agent in the full meaning of the term—not the cat's paw of an advertiser who uses him to collect commissions to which he is not entitled.

Mr. Curtis was asked the other day whether he thought the adoption of such an agreement by leading newspaper publishers would tend to improve conditions in the newspaper field.

"The newspapers would certainly lose nothing by it," he said. "In eight years it has brought us nothing but prestige, and other magazine publishers who have put into force agreements of the same nature have all been benefited. It is frequently said, 'Oh, yes, for a strong concern like the Curtis

Publishing Co. it is all very well to adopt such rules—you are big and can maintain them.' But this seems to me a foolish argument. I have no patience with it. The average publisher thinks too much of what the 'other fellow' will think of him. No matter how big and strong we might become, we could never afford to do anything the 'other fellow' couldn't do, let him be ever so small. Most of our policies were laid down when we were young and none too well established, and it seems to me that the only consideration governing any of them was the question as to whether it was a good thing for us. If it was, we adopted it and let the 'other fellow' do as he pleased."

NOVEL CIRCULATION PLAN.

For twelve consecutive Sundays the *Herald-Transcript*, Peoria, Ill., delivered a paper to every house in that city, making an affidavit that no residence would be skipped. This was done partly to get new circulation and partly to carry into every home special advertising printed by local merchants in the issues involved.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

AN ADVERTISING SHOW.

From May 3 to 9 there was held in Madison Square Garden, New York City, an advertising show made up of exhibits by printing houses, novelty makers, sign manufacturers, artists, engravers and others whose product depends upon the patronage of business houses seeking publicity in its many forms. This was the first exhibition of its character ever held in New York, and followed a similar one given last fall in Chicago under the same managers, the Advertising Show Company, composed of J. L. Bieder, Geo. F. Parker and Edward W. Everett, with offices in New York and Chicago. In both shows the attendance was large, and it is planned to hold them annually hereafter, that in Chicago each fall and the New York exhibition each spring. Attendance at the New York show was said to exceed 200,000 persons, a community of interest easily accounted for when one stood at the doors of an evening and saw the hundreds of persons who streamed past the ticket-takers without the formality of buying a ticket. Passes were distributed lavishly in advance, and the actual cash paid for admission must have been an inconsiderable sum for the whole week. What the projectors had in mind was attracting to the show a certain proportion of buyers of advertising, and the only standpoint from which such an exhibition can be judged is that of the satisfaction of exhibitors with results. Inquiry among those having exhibits led to the inference that all were satisfied. Besides the general publicity gained for exhibits, a good proportion of orders were taken during the show, and it is now understood to be a principle that exhibitions of this kind pay exhibitors who have good salesmen on the ground to explain goods. As an esthetic display the show was not of very high character, and the visitor who paid fifty cents to get past the gates would probably have considered the amount of amusement and in-

struction given rather an inadequate return for even that slight sum. Nor were novel advertising mediums or ideas revealed. The general average of exhibits was commonplace. Standard publications were not represented at all, and a visitor learned nothing of methods.

According to the official catalogue these houses were represented:

Advertising Mirrograph Co., Brooklyn; glass and electric signs.

American Multigraph Co., New York; machine that reproduces letters in exact counterpart of typewriting, entire letter being printed through a ribbon.

Ames-King Co., New York; illustrations.

W. J. Anderson & Co., New York; calendars, novelties.

Attracto Co., Philadelphia; moving attractions, animated figures.

Baltimore Enamel & Novelty Co., New York and Baltimore; enamel iron signs and novelties.

Bastian Bros., New York; celluloid novelties, pins, buttons.

J. L. Bieder, Chicago; barometers, paper, leather and wood novelties.

Binger Co., New York; show cards, signs.

Isaac H. Blanchard Co., New York; general printers.

Business World, New York; periodical.

Campbell Art Co., New York; calendars and art novelties.

Daus Duplicator Co., New York; machine for reproducing hand and typewritten letters.

C. R. Carver Co., Philadelphia; embossing presses.

Crocker-Wheeler Co., Ampere, N. J.; electric motors.

Cuban Engraving Co., New York; engravings.

Dexter Folder Co., Pearl River, N. Y.; folding machinery and automatic printing-press feeders.

Diamond Point Pen Co., New York; advertising pens and penholders.

R. R. Donnelley & Sons, Chicago; general printers.

Dunning Bros., New York; bookbinding machinery.

Fillmore Mfg. Co., Buffalo; advertising pencils.

Fuchs & Lang Mfg. Co., New York and Chicago; printing machinery.

Albert Graesser, Pittsburg; glass paper weights.

J. Henry Hintermeister, New York; illustrations.

Nellie G. Huff, Chicago; photo posals, etc., taking a photograph in exhibit in ten minutes, developing, printing and finishing by her own process.

Inslee & Deck Co., New York; commercial photographs and illustrations.

Ideal Advertising Co., New York; advertising clocks, automatically changing reading matter.

Journalist, New York; periodical.

Mansfeld Machine Co., New York; printing machinery.

Latham Machinery Co., New York and Chicago; printers' machinery.

Matthews Northrup Works, Buffalo and New York; general printers.

J. L. Morrison Co., New York; printing machinery.

Meyercord Co., Chicago; decalcomania window signs, transfers, etc.

National Phonograph Co., New York; commercial phonographs.

Charles New Co., Chicago; advertising kites, of cloth, folding in small compass, carrying banner 9x18 feet, 500 feet in air; cost including lettered banner, \$15 to \$25; may be illuminated at night by searchlight.

Nind Letter Folder Co., Chicago; machine for automatically folding letters, circulars, etc.

Novelty News, Chicago: periodical devoted to advertising novelties.

Place & Place, New York; leather and celluloid novelties, cloth signs, paper and metal novelties, buttons etc.

Oswald Pub. Co., New York; general printers; displaying *American Printer*.

Platinachrome Co., New York; postal and show cards.

L. J. Porr Co., New York; an interesting novelty called the "stone blotter," shaped like a pad blotter, but made of a stone composition that absorbs ink; cleaned by heating; space on top for advertisement in enamel earthenware; very sightly and genuinely useful; cost from eleven cents to twenty-two-cents each, with ad, in large lots.

J. W. Pratt Co., New York; booklets, calendars, printing.

Quadri-Color Co., New York; color plates and printing.

Printing Art, Cambridge, Mass.; periodical.

Profitable Advertising, Boston; periodical.

Rogers & Co., New York; booklets, calendars, prints.

Sterling Engraving Co., New York; engraving and illustrations.

Stone-Van Dresser Co., New York; illustrations.

J. Ottman Lithograph Co., New York; lithographs, show cards, etc.

Photo Jewelry Mfg. Co., Chicago; calendars, signs, celluloid noelties.

Palm Fechteler & Co., New York and Chicago; decalcomania window signs, leather signs, decalcomania books for advertising, etc.

Taylor Bros. Co., Rochester N. Y.; advertising thermometers, barometers, novelties etc.

Robert L. Stillson Co., New York; general printing, operating model printing plant.

Thermo Electric Light Co., Hartford, Conn.; flash lights and glass signs.

United Printing Machinery Co., New York; printing machinery.

United States Souvenir Pos'al Card Co., New York; postals, leather and paper novelties etc.

Vechlen Waring, New York; booklet and other printed advertising matter.

Emil Weissbrod & Sons, Greenfield, Mass.; leather novelties.

Woodward & Tiernan Printing Co., St. Louis; general printers, show cards, calendars, bas-relief signs, souvenirs, novelties.

F. Wesel Mfg. Co., Brooklyn, New York, Chicago; printers' supplies.

L. A. Westerman, New York; fashion designs and advertising illustrations.

Whitlock Printing Press Co., New York; printing presses.

Winthrop Press, New York; general printers.

"THINGS I Must Do To-Day" is the heading on the leaves of a large desk pad supplied to business men by the O. J. Gude Co., New York. On the leaves of each pad is printed the name of the person to whom it is sent, a device that costs little and is effective through its novelty.

ELDERLY WOMAN—You advertised for a Gibson girl last week; am I too late? Artist—Yes, ma'am, I'm afraid you are about twenty years too late.—*Ally Sloper*.

The Des Moines Capital

is not appreciated to the fullest extent. It is a greater advertising medium than its reputation. Its progress has been so rapid that advertisers have not been able to keep pace with it. The CAPITAL regularly publishes more advertising in six issues a week than any competitor in seven, but it deserves even greater patronage than this. Its true value is not disclosed by the preponderance of advertising it now receives. You must visit Des Moines and study the situation to know the full value of the Des Moines CAPITAL. It is the greatest advertising medium in the history of Iowa. If you want the biggest circulation in the State and at the lowest cost, send your copy to the CAPITAL. If your advertising does not go to the CAPITAL, you are misinformed as to conditions in Des Moines.

The rate is 70 cents an inch.

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building. 87 Washington St.

LAFAYETTE YOUNG, Publisher.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

A PROTEST.
14 West 22d Street,
NEW YORK CITY.

Editor of PRINTERS' INK:

I have carefully read some of the resumés on newspapers which you have been publishing for some weeks past and particularly the one appearing in PRINTERS' INK for May 9. Permit me to submit the following remarks:

Advertisers are interested in newspaper circulations principally because the knowledge enables them to determine how they can best cover a certain territory. PRINTERS' INK, because of its connection with Rowell's American Newspaper Directory, is in a position to set before its readers much valuable information concerning the circulations of periodicals, but I am inclined to believe that few readers of PRINTERS' INK will take the trouble to wade through the 19 pages devoted to Indiana papers in the issue of May 9th. You have listed there 313 papers—all in the State of Indiana—that print

rate, that is of interest to the general advertiser) could be boiled down to five or six pages.

The advertiser who is using Indiana papers, or who is thinking of using them, would be interested in an article on "How to Cover Indiana." If he seeks for information in the Directory he must go through 40 pages and check off the papers of largest circulation. Why not condense for him in a single article the information that he requires. Here is an outline for such an article:

Population of State and principal industries.

Proportion of population that may be reached by using daily papers published in the largest cities.

Ten dailies of largest circulation.

Supplementary list of 15 or 20 daily and weekly papers of next largest circulation.

List of papers making definite statements of circulation. (In Indiana there are about 60 of these and they could be tabulated on a single page in the manner shown in this letter.)

	Frequency of Issue	Previous Statements	1901	1902	1903	1904	1905
Anderson Herald	Morning	2,890
"	Sunday	3,133
Berne Witness*	Semi-W.	1,906	1,438	1,394	1,415	1,415
Bluffton Banner	Evening	5,019
"	Weekly	1,000
Brookville American	Weekly	1,106
Brownsdown Banner	Weekly	1,300	1,521	1,607	1,712
Butler Epworth League Quarterly	Quarterly	6,500	14,500	13,500
Crawfordsville Journal*	Evening	1,399 (2)	1,534	1,965
"	Weekly	3,068 (2)	3,339	3,589
Evansville Courier*	Morning	8,555 (1)	9,672	11,213	12,684	13,008
" Democrat*	Morning	3,800 (1)	4,518
"	Sunday	4,881
"	Semi-W.	4,100 (1)	8,413
" Journal-N ws*	Morning	11,910	13,852	14,030	14,030
Flora Hoosier Democrat*	Weekly	1,344	3,536	4,176
Fort Wayne Journal-Gazette*	Morning	4,500	7,886
" News*	Evening	8,109	8,767
" Med. Jo'nal Magazine*	Morning	1,618 (1)	1,693	1,754	1,740
Fowler Benton Review	Weekly	1,335 (1)	1,544	1,530	1,485	1,540
Goshen Cooking Club*	Morning	21,635	24,501	26,378	29,666

Etc., etc., etc. Thirty-five papers complete the list.

In the above table is listed every periodical in the State of Indiana that has within the past five years furnished the editor of Rowell's American Newspaper Directory with a statement of circulation. If, prior to 1901, a paper furnished statements of circulation, these are added together, divided by the number of years during which previous statements were furnished and the average of previous statements set down in the column headed "Previous statements," the figures indicating circulation being followed by a figure in brackets, indicating the number of yearly statements which were combined in order to arrive at the result given.

Papers marked * are entitled to a place in PRINTERS' INK Roll of Honor.

1,000 copies regularly, or ever thought they did." Out of these 313 publications 230 never claimed to print much in excess of 1,000 copies, and it is probable that very few advertisers care anything about the information given concerning them. Those who do care will be satisfied with the information given in the Directory. It seems to me a waste of space to repeat over and over again that some little country weekly "seemed to assert (perhaps so long as five or ten years ago) that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect and has not since made any renewal of the claim."

In my opinion the information given in this series on "Newspapers Worth Counting" is certainly worthy of being printed, but not in the way in which you are presenting it. All of the information given in the 19 pages devoted to Indiana papers (or all of it, at any

List of papers that at the present time or in time past "seemed to assert that they printed as many as 1,000 copies. I don't believe these papers are worth the space it would require to list them, but if you want to do so, I would bunch them in as little space as possible at the end of the article, where those who are interested could consult the list, and those not interested could skip it.

For the benefit of those advertisers who wish to reach certain classes of people a list of class journals in Indiana might be given.

To sum up—the information you are printing in the series on "Newspapers Worth Counting" is valuable to the advertiser, but it is not being presented in a way that is likely to induce him to read it. It needs to be condensed and classified. Yours very truly,

CHAS. L. BENJAMIN.

IS IT PERJURY?

What is circulation and how shall it be defined was a problem with which the editor of Rowell's American Newspaper Directory has struggled for almost forty years. On various occasions as an interested and as an influential body as the American Newspaper Publishers' Association had been approached and their assistance invited to arrive at a definition on which a fair majority of publishers might agree. All endeavors were futile. There couldn't be found as few as one member who were even willing to support the effort. The publishers of Rowell's American Newspaper Directory have of late adopted as a definition of circulation: *Copies Printed*. To bring the definition prominently before publishers and advertisers everywhere a series of newspaper resumés, arranged by States has appeared in **PRINTERS' INK**. In the issue of May 9 appeared the resumé of the State of Indiana. On page 61 appears the following resumé of the Indianapolis *News*:

Indianapolis, *News*, evening:

Copies printed:	32,215 in 1895
	49,787 in 1900
	62,133 in 1902
	69,383 in 1903
	72,893 in 1904
	71,028 in 1905

This paper is entitled to a place on the **PRINTERS' INK** Roll of Honor.

Scarcely a dozen papers in the entire country have been for so long a time so definite, ready and satisfactory about all reports tending to make known the quantity and character of its daily issues.

Mr. Delavan Smith, of the Indianapolis *News*, on his recent visit to New York, calls the Little Schoolmaster's attention to the fact, that the summary of the above figures should not be given as copies printed, but be designated as "**COPIES ACTUALLY SOLD**." Upon consulting the advance sheets of the 1906 edition of Rowell's American Newspaper Directory, **PRINTERS' INK** finds the complaint of the publisher of the *News* well grounded, with the exception of the circulation records of the years 1895 and 1900, which were really only records of copies

printed. There are a few publications listed in the 1906 issue of the Directory which make as definite a statement as the Indianapolis *News*—the one that comes first to mind is the Chicago *Daily News*. This incident again brings up the difficulty of arriving at a uniform and all around satisfactory definition of circulation.

The reports of the two papers above named are models in their definiteness, value and information. Yet from how many papers would it ever be possible to receive such a report year after year?

May it not be, however, that in their endeavor to stand so straight the two papers mentioned above are bending over backward? Each of them can tell to an allspice how many copies were printed and can swear to the accuracy of the report, as they both do, to their reports of "copies sold." The Little Schoolmaster has often wondered what would happen to Messrs. Lawson and Smith if, after their report for the year was made out signed and sworn to, somebody should come around and buy another copy.

ANYTHING worth advertising at all has an individuality.—H. I. Ireland.

NEWSPAPER HEADINGS ILLUSTRATED.



THE BALTIMORE "AMERICAN."

THE DALLAS CAMPAIGN.

AN INSTANCE WHERE DEEDS HAVE REPLACED WORDS IN MUNICIPAL ADVERTISING—SYSTEMATIC PLAN THAT ASSURES CONTINUANCE FOR FOUR YEARS TO COME—WHAT WAS ACCOMPLISHED IN THE MAGAZINES IN NINE MONTHS FOR \$15,000.

There are indications now that, after a long period of discussion, the form of publicity known as municipal advertising is really going to be a factor in the promotion of cities. For several years there has been large talk of what might be accomplished. But within the past twelvemonth several cities have made advertising appropriations, substituting for vague schemes to get free reading articles in the newspapers a campaign of straightforward display advertising in magazines and dailies.

Dallas, Texas, is one of the municipalities that has abandoned talk and raised an advertising appropriation, and with splendid results. The period of talk came suddenly to an end there a year ago, when several of the leading bank men interested in Dallas's growth wrote to William S. Power the Pittsburg advertising agent, for his views on the best way to advertise their city. Mr. Power was conducting financial advertising campaigns for these prime-movers. He visited Dallas and met members of its Hundred and Fifty Thousand Club. This organization had in mind an advertising appropriation for one year's work. Mr. Power said five years would be better, on the ground that it would be unwise to try and populate the State of Texas in a year. The upshot of his visit was a definite contract for five years' advertising, backed by an agreement on the part of the club to furnish \$50,000, its estimated cost. The first installment of this fund was raised immediately among members of the club without any appeal at all to outsiders.

"We didn't expect anything from the first year's work but in-

quiries," said Mr. Power. "The sum to be expended in that period was \$15,000, which was to include all follow-up work as well as space in periodicals. For introductory purposes it was deemed necessary to reach the most people, in the shortest time, for the least money, and to let them know about Dallas in a general way. So magazines were naturally selected.

"A year ago people knew that Dallas was a city in Texas, but, little more. But to-day everywhere you go people will say, 'Oh, yes, Dallas—a live town, that—we hear so-and-so about it.' How has this impression been created? By outlining Dallas's general needs, resources and prospects in magazines—a very few of the best magazines a very few times. The list has included *Review of Reviews*, *McClure's*, *World's Work*, *Success* and *Outlook*. Big space was the rule—usually full pages, with occasionally a two or four page reading article. Not only Dallas's manufacturing opportunities, raw materials, inducements to the mechanic, business man and capitalist, her shipping facilities, etc., have been set forth in these ads, but also her surrounding country. It seems odd at first glance that a campaign of this kind should also exploit the State of Texas in a general way, and advertise the country for fifty miles around Dallas as quite persistently as the city itself. But it isn't odd. To build up a city you must have around it a farming community to feed it, and also a public to consume its products. That has been one of the most gratifying features of this Dallas campaign—the ability of its promoters to see how the welfare of the city is bound up in that of the State. This campaign is going to bring solid, balanced results, not the top-heavy growth of a single town that would later go down hill faster than it came up, for lack of a surrounding population.

"We looked for nothing but inquiries the first year. But we got something more—results as solid and tangible as the most eager

could wish. A report was lately made for the club on its first nine months' work, compiled by Manager Jno. A. Ewton:

"Of inquiries more than 20,000 were received, from every kind of person and every part of the

strummental in locating eleven manufacturing plants since April, 1905, with from \$10,000 to \$100,000 capital each. Not a cent of bonus has been contributed for one of these. Each plant has purchased its own site, and not



This is a Panoramic View of

DALLAS, TEXAS

THE CITY OF SPLENDID REALITIES

More big things are being done in Texas today than in any other state in the union.

Texas is a big state—bigger than all the New England States combined—big enough to put the entire population of the country into it without undue crowding—big enough to supply the entire country with almost everything it needs to eat and wear and make itself comfortable, without exhausting its marvelous resources.

Texas is an Empire in itself. It has
More wheat lands than both Dakotas,
More corn lands than Illinois,
More fruit lands than California,
More timber than Michigan,
More rice land than all the rest of the country,
More marble than Vermont;
More granite than New Hampshire,
More petroleum than Pennsylvania,
More cotton than any other state,
More iron than Alabama,
More gypsum than any other state,
More lignite than the whole of Europe,
More kaolin than the whole of Europe,
More railroad mileage than any other state,
More cattle than any other state, and
coal fields that rival in richness and extent those of Pennsylvania,
Fifth state in the union in population.

Texas is the biggest state in the union in more ways than one, and its most progressive city—the center of its commercial, in-

dustrial and agricultural activity—is Dallas. Five years ago, when the last census was taken, Dallas had a population of 42,000. It now has 81,273. Five years from now it will have 150,000.

Dallas is a city of substantial realities.

The foundation of its greatness has been laid on broad, solid lines. Its present rapid development, phenomenal as it is, is not in any sense of the word a boom. It is merely the natural, substantial growth of an intensely practical, progressive city.

It is probable that no other community today presents such a favorable opportunity for the conservative investment of capital or intelligent effort as does the city of Dallas.

There is a positive demand for manufacturing establishments of various kinds; for jobbing houses, for public service corporations, and in the country surrounding—the famous black land belt—there are opportunities for farming, for truck gardening, for fruit and berry raising, for chicken and stock raising, unexcelled anywhere in the world.

The Hundred and Fifty Thousand Club of Dallas is an organization of progressive business men pledged to secure for the city a population of 150,000 within the next five years. It has gathered up a great deal of information as to definite opportunities that are now open for the conservative investment of capital and personal energy.

It will be glad to send this information to all who are interested.



An inquiry sent today may prove the most profitable letter you ever wrote.



Address Secretary

THE HUNDRED AND FIFTY THOUSAND CLUB
DALLAS, TEXAS

globe. It would be reasonable to expect that at least five per cent of these are from people who mean business and that their immigration will ultimately result.

"The Hundred and Fifty Thousand Club has been directly in-

even a share of stock in one of them has been bought by citizens of Dallas. They give employment to several hundred people, and are the solidest sort of industries. The people down there have their eye teeth cut, and can't be inter-

ested in the broken-down industry that is a chronic mover.

"More than five hundred small farms have been sold within twenty-five miles of Dallas, and this has been one of the most active features of the campaign. The city sits in a belt of wonderfully rich, waxy, black land. This we have described in the magazine announcements, with the outcome that soil and a mild climate have attracted hundreds of farmers, garden truckers, poultrymen, etc. This class of inquiries not only means quick returns, but has more than paid for the whole campaign in results. The money paid for farms alone aggregated \$250,000. You can imagine what the real estate men think of this.

"Twenty-five to thirty new jobbing and wholesale houses have been established since last April, while many large corporations with headquarters in Chicago, New York, St. Louis, etc., have opened branch houses, sending managers and employees into Dallas to live, who purchase city homes.

"Building operations exceeded those of 1904 by over a million dollars; postoffice receipts increased twenty per cent; population increased fifteen per cent; population in the surrounding territory increased more than twenty per cent; jobbing business increased over twenty-five per cent; freight and passenger business showed a phenomenal increase; bank deposits increased twenty-five per cent.

"Local jealousies have disappeared as the people of Texas have seen what Dallas is accomplishing. Inquiries for farm lands anywhere within six hundred miles are received by the club, and direct sales in every part of the State have been traced to this advertising. Instead of the hard feeling and rivalry that has often been shown by neighbors toward a growing town in the West, the whole State of Texas is behind Dallas, and boundary lines have been wiped out in the work of mutual up-building.

"Our campaign for the present

year includes the use of more magazines, but we shall now add other mediums to back up and work out in detail the general good impression that has been created in favor of Dallas by the



DALLAS

THE CITY OF SPLENDID REALITIES

THERE'S A DISTINCT OPPORTUNITY

in Dallas for the man who
can come here and engage
in a modern fashion in any
one of the following pursuits—

- Manufacturing of Shoes*
- Manufacturing of Cotton Goods*
- Manufacturing of Glassware*
- Canning of Fruits and Vegetables*
- Truck Farming*
- Fruit Growing*
- Chicken Raising*

or almost any of the other ordinary
activities.

Dallas and North Eastern Texas are
developing faster and on a more sub-
stantial basis than is any other section
of the country. Opportunities for the
conservative investment of capital
and personal energy are opening up
wonderfully—

YOU CAN GET DEFINITE
INFORMATION BY ADDRESSING

Hundred and Fifty Thousand Club

Room Terminal Building
DALLAS, TEXAS

first year's work. I believe in dailies for municipal advertising because they can be employed to reach people in desirable communities, and more direct arguments, based on readers' condi-

tion, callings, etc., can be published. Dailies reach the people we need in Dallas—merchants, mechanics, professional men and other typical city classes. Our success with the farmer has led us to add farm and poultry papers to the list for 1906, and some of the manufacturing journals will be used in the work of getting new industries. Many of the towns around Dallas, seeing new people come in to buy land as a result of this advertising, are contributing to the fund voluntarily. Many real estate men are also contributing, while both towns and realty men have also started independent advertising campaigns on their own account. The advertising of Beaumont, Texas, is now appearing in the magazines along similar lines.

"One other feature of the advertising should be mentioned—a congenial one. The Hundred and Fifty Thousand Club has appointed a committee on advertising, and on this committee two men did practically all the work. The tendency in an organization of this character is to make it as large as possible, so that there are too many cooks for good advertising—more plans than work. It seems to me the plainest sense to put the advertising into the hands of two or three live men. Since the campaign began every town in Texas has organized a club along similar lines, and they are of the greatest use in carrying on follow-up work.

"I venture to predict that within the next ten years municipal advertising will develop a volume of publicity as great as automobile advertising is to-day, and bring as much money to newspapers and magazines. The period of talking and vapid scheming is past, together with the more costly era when towns and cities squandered large contributions of business men in bonuses to worthless factories and professional swindlers. The bonuses that have been raised at various times by various municipalities would aggregate millions. But they will be raised no more. The lesson has been learn-

ed, and now that money is going into legitimate municipal advertising."

OUR POSTOFFICE.

NEW YORK, May 2, 1906.

Editor of PRINTERS' INK:

In connection with the circular letter of this office, dated April 17, 1906, in which you were notified that detachable pages, or portions of pages, arranged as forms or coupons for the purpose of being removed for some secondary use by the recipient are not permissible in periodical publications of the second class, I have to advise you that the following additional information on this subject has been received from the Hon. Third Assistant Postmaster-General:

A small form or coupon which is a mere incident, or immaterial portion of an advertisement which itself is permanently attached to the publication as required by law, is not regarded as subject to the rule stated in the circular letter of April 17 referred to above. Even though such a form or coupon may be detached and used by the recipient in communicating orders or imparting information, the essential thing, viz.: the advertisement of which it forms a part, is substantially left intact and, as required by law, permanently attached.

Subscription order blanks which conform to the requirements of Section 462, Postal Laws and Regulations, do not come within the ruling against detachable forms. A blank for the use of a subscriber in sending his subscription for the publication may, therefore, be printed (or enclosed loose) in the publication if it conforms to the requirements of the section referred to.

Very respectfully,

WILLIAM R. WILLCOX,
Postmaster.

THE AMERICAN HEN.

"Poets may sing of the glory of the eagle and artists may paint the beauties of birds of plumage, but the modest American hen is entitled to a tribute for her industry, her usefulness and her productivity. The American hen can produce wealth equal to the capital stock of all the banks of the New York Clearing House in three months and have a week to spare. In less than sixty days she can equal the total production of all the gold mines of the United States. The United States proudly boasts of its enormous production of pig iron, by far the greatest of any country in the world, and yet the American hen produces as much in six months as all the iron mines of the country produce in a year. In one year and ten months she could pay off the interest bearing debt of the United States."—*Congressman Dawson, of Iowa, in the House.*

THERE is a lot of advertising which people get nothing out of because nothing was put in.—*H. I. Ireland.*



800 New Customers

The manufacturers of a line of merchandise sold through dry goods and department stores addressed a letter early this year to one of our departments, stating that during the Fall season of 1905 they had opened up eight hundred (800) new accounts among merchants through an advertising campaign which our department carried out for them. Their salesmen were temporarily withdrawn from the road.

This is an instance of what our close relationship with dry goods and

department stores will accomplish when coupled with the right merchandise and an expert knowledge of retailing methods and conditions.

If you are a manufacturer or wholesaler of Fabrics, Women's Apparel, Hosiery, Knit Underwear, Muslim Underwear, Novelties, or any other dry goods

or department store article, we can show you how to sell *more* goods.

We are doing it successfully for hundreds of clients.

Do you want to know how it is done?



ROOT NEWSPAPER AGENCY

Reaching the merchant through necessary class papers and the consumer through magazine, newspaper, store and other advertising in co-operation with the Dry Goods and Department Stores of the United States.

ADDRESS

192 1/2-200 GREENE STREET, NEW YORK.

CHICAGO, ST. LOUIS, SAN FRANCISCO, PHILADELPHIA,
BOSTON, CLEVELAND, MANCHESTER (ENG.), BERLIN.

THE PITTSBURG SUN

THE RECORD BREAKER

April Circulation: 62,086 Daily Average
 April Advertising: 208,600 Agate Lines at Rates

The Audit Company of New York!

OFFICERS:
 AUGUST BELMONT,
ACTING PRESIDENT
 WILLIAM A. NASH,
 GEORGE W. YOUNG,
 JOHN J. MITCHELL,
VICE PRESIDENTS
 F. C. RICHARDSON,
ASST. TREASURER

43 Cedar Street.
 MUTUAL LIFE BUILDINGS,
 NEW YORK.

EDWARD T. PERINE,
GENERAL MANAGER & TREASURER

DEPARTMENT OF CIRCULATION AUDITS
 A. A. SEEVER, ACTUARY

May 2, 1906.

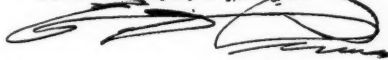
Mr. Albert J. Barr,
 President, The Sun, Pittsburg, Pa.

Dear Sir:—

We have made a thorough examination of the circulation of The Pittsburg Sun, tracing through all details and records to the white paper purchased and consumed, and we find the average actually issued during the month of April was 62,086 copies per day.

Respectfully,

The Audit Company of New York



General Manager



Two tests mark a newspaper value: Circulation and advertising. By these two tests THE SUN'S record is unprecedented. Only two months old, the volume and character of the advertising carried in THE SUN have been phenomenal, far exceeding the business done by any newspaper in the first two months of its history. The popularity of THE SUN with the public was soon apparent to the merchants, who now look upon THE SUN as ranking with the best medium in Pittsburg. Here are figures which attest the statements made above: In March, the first month, there were 27 issues of THE SUN, and in them were 166,000 agate lines of paid display advertising, or a daily average of 6,148 lines. During April, 25 issues, there were 208,600 lines, or a daily average of 8,344 lines, showing a daily average increase of 2,196 lines, every line of which was strictly at card rates. THE SUN'S present rate card was based on an expected circulation of not exceeding 40,000. The public thought differently and gave THE SUN over 60,000 and growing fast. Buy your contract before a new rate card commensurate with the proven circulation is issued.

IT IS NOT WHAT WAS, BUT, WHAT IS IN PITTSBURG.

ALBERT J. BARR,

President.



SMITH & THOMPSON,

Foreign Advertising Representatives.
 New York. Chicago.

TO those who are in touch with the different phases of farm paper advertising, the wonder is—why don't the so-called general advertisers get in more—not why are there so many in now.

The American farmer buys half the manufactured goods of the country. He has the money to buy more. Advertising *at him* can develop the *desire* to buy more.

The men who sell the things the farmer needs—agricultural implements, etc., recognized the importance long ago of advertising directly *at* the farmer. It might almost have been called "trade paper advertising" if some enterprising men in other lines had not slipped into the field and found it profitable.

Gas engines for instance. Gas engines, ten years ago, could hardly have been called agricultural implements, yet to-day they are considered a necessity on most farms; and in almost every farm paper published, you can find a number of power engine advertisements.

Roofing, carriages, shoes, arms and ammunition, soap, watches, stoves, magazines, washing machines, carpets—these, too, have their pioneer advertisers, who have seen the opportunity held out to them and are profiting by it.

There are other things though that could be used to as good advantage on the farm as elsewhere—books, fire extinguishers; think of the possibilities of fire extinguishers on a farm; mighty few farms have even a line of hose to say nothing of adequate fire protection. Then there are rugs and wall papers, hangings, furniture, silver and glass-ware, iron beds and mattresses, men's and women's ready-made clothing, hosiery, underclothes. There are a hundred and one things that are advertised in the general magazines that a demand could be created for if the manufacturers would only advertise to the farmer, in the farmer's way, through the medium of the papers he depends on and believes in.

When you do experiment—Try the best.

Use fair-sized copy for at least six months, in a list of farm papers of known value, and you will then be sure to get the best possible results:

Our papers are bought and paid for by a class of well-to-do farmers, who have decided that they are the best means through which to secure accurate information about farm matters. They are read carefully from cover to cover each issue and are often filed for future reference.

We can quote facts to prove that we make money for our patrons.—May we?

Michigan Farmer,	W	75,000
Wisconsin Agriculturist,	W	45,000
* Hoard's Dairyman,	W	40,000
* Breeders' Gazette,	W	68,000
* Wallace's Farmer,	W	45,000
* Farmer, St. Paul,	S-M	95,000
* Dakota Farmer,	S-M	45,000
Ohio Farmer,	W	100,000

Wallace C. Richardson, Eastern Advertising Manager, 725 Temple Court, New York City. Telephone 5561 Cortlandt.

* Represented in the West by GEO. W. HERBERT, 1736 First National Bank Building, Chicago.

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger. *dy.* Average for 1905, 22,069. *Best advertising medium in Alabama.*

ARIZONA.

Phoenix. Republican. *Daily aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. *dy.* Act. av. 1905, 2,781. *Actual aver.* for Oct., Nov. and Dec., 1905, 2,968.

CALIFORNIA.

Fresno. Evening Democrat. *Average 1905,* 4,918. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. *Actual weekly average* for 1905, 22,580.



Oakland. Herald. *Average 1905,* 10,260. *Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.*

Oakland. Tribune, evening. *Average for 12 months ending December 31, 1905, daily* 13,481.

San Francisco. Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending Dec. 1905,* 62,941; *Sunday,* 88,815.

San Francisco. Sunset Magazine, monthly, literary; two hundred and eight pages, 528. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. *Average 1905,* 10,824.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. *Actual aver.* for 1904, 10,920, for 1905, 11,688.

Denver. Post, daily. Post Printing and Publishing Co. *Aver.* for 1905, 44,320; *Sy.* 60,104. *Average* for Mar. 1906, *dy.* 59,152; *Sy.* 70,516.



The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. *Sworn daily av.* 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. *Sworn daily av.* 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. *Actual average* for 1905, 7,587.

Meriden. Morning Record and Republican. *Daily average* for 1905, 7,578.

New Haven. Evening Register, daily. *Actual av.* for 1905, 13,711; *Sunday,* 11,511.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,656. E. Katz, Sp. Agt., N. Y.

New Haven. Union. *Average 1905,* 16,209. *1st 3 mos. 1906,* 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day, ev'g. *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. *Daily average year ending Dec. 1905,* 5,170. *April circ., as certified by Ass'n Am. Advs., all returns deducted,* 2,869.

Norwich. Bulletin, morning. *Average* for 1904, 5,250; 1905, 5,920; *Dec.,* 6,122.

Waterbury. Republican. *dy.* *Aver.* for 1905, 5,618. La Cote & Maxwell Spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average* for 1905, 55,550 (60).

FLORIDA.

Jacksonville. Metropolis, *dy.* *Av.* 1904, 8,740. *Average 1905,* 8,950. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. *Daily average 1905,* 38,590; *Sunday,* 48,751.

Atlanta. Journal, *dy.* *Av.* 1905, 46,028. *Sunday* 47,998. *Semi-weekly* 56,751; *April, 1906,* *dy.* 55,207; *Sun.,* 57,616; *semi-wk.,* 74,281.

Atlanta. News. *Actual daily average 1905,* 24,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. *Only morning paper.* 1905 average, 6,046.

Nashville. Herald. *Average for May 1, 1905, to May 1, 1906,* 1,457. Richest county in S. Georgia.

ILLINOIS.

Aurora. Daily Beacon. *Daily average* for 1905, 4,580; *first three months of 1906,* 5,918.

Cairo, Citizen. Daily average January, February and March, 1905, 1,512.

Champaign, News. Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'kly, 6,200.

Chicago, Bakers' Helper. monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago, Broaders' Gazette. weekly, 42.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago, Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.


Chicago, Farmers' Voice and National Rural. Actual aver., 1905, 80,700, Jan., 1906, 42,460.

Chicago, Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 139,400. Average 1905, daily 146,456. Sunday 204,559.

 **The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

Chicago, Svenska Nyheter. weekly. Sworn average December, 1905, 21,775.

Chicago, System. monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1905, 15,575.

Peoria, Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville, Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion, Leader, daily. W. B. Westlake. pub. Actual average for year 1905, 5,625.

Muncie, Star. Average 1905 daily, 27,500. Sunday 14,005.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1905, 24,500.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond, Sun-Telegram. Sworn av. 1905, dy, 5,714.

South Bend, Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for April, 1906, 8,074.

IOWA.

Davenport, Times. Daily aver. April, 11,966. Circulation in city total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 59,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 342 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk, Gate City, Daily av. 1904, 5,145; 1905, 5,406.

Muscatine, Journal. Daily av. 1905, 5,282. Semi-weekly 5,095.

Sioux City, Journal, daily. Average for 1905, sworn, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune. Evening. Net sworn daily, average 1905, 24,287; Feb., 1906, 26,426. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1905, 3,435. E. Katz, Special Agent, N. Y.

KENTUCKY.

Lexington, Leader. Av. '05, avg. 4,694. Sun. 6,165. E. Katz, Spec. Agt.

Louisville, Times. Daily average year ending June 30, 1905, 86,025 (3). Beckwith Agency, Rep.

Paducah, Journal of Labor, w'kly. Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans, Item. official journal of the city. Av. cir. for Jan., Feb. and March, 1906, 25,564; an. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,575.

Augusta, Kennebec Journal, d'y. and w'y. Average daily, 1905, 6,986. weekly, 2,050.

Bangor, Commercial. Average for 1905, daily 9,455. weekly 29,117.

Bever, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Av. for 1905, 7,598 (©). weekly 17,448 (©).


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,423.

MARYLAND.

Baltimore, American, d'y. Av. 12 mo. to Jan 31, '06, 64,187. Sun., 59,942. No return privilege.


Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For April, 1906, 72,709.

 **The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1905, daily, 192,584. Sunday, 299,648. Largest circulation. Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England. Advertisements go in morning and afternoon editions for one price.

 **The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

Boston. Post. Average for April, 1906, Boston Daily Post. 241,216; Boston Sunday Post, 251,089. Daily gain over April, 1905, 16,684; Sunday gain over April, 1905, 59,722. Flat rates, r. o. p., daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Fall River. News. Largest circ'n. Daily av. '05, 6,668 (*). Robt. T. Tomes, Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, \$73,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I., and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (C). Paid average for 1905, 4,253.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Evening Press av. Average 1905, 46,456. Covers Western Michigan.

Jackson. Morning Patriot, average February 1905, 5,265; Sunday, 5,985; weekly, 2,818.

Saginaw. Courier-Herald, daily, Sunday, average 1905, 12,594; March, 1906, 18,873.

Saginaw. Evening News, daily. Average for 1905, 16,710. April, 1906, 19,726.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 96,755.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for April, 1906, 71,728. Aver. Sunday circulation, April, 1906, 71,557.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1905 was \$2,709. The daily Tribune average per issue for the first three months of 1905, was 105,199.

CIRCULATION. The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune to Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 45,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

St. Paul. Pioneer Press. Net average circulation for January—daily \$5,802, Sunday \$2,457.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,626.

St. Paul. Dispatch. Average net sold for year 1905, 69,565 daily.

St. Paul. Volkszeitung. Actual average 1905 dy. 14,221. w. 27,870. Sonntagsblatt 27,880.

Winona. The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'y Jan., 1906, 2,175. Pop. 14,000, and growing.

MISSOURI.

Joplin. Globe, daily. Average 1905, 13,594. Dec., 05, 14,085. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 104,425; average for 1904, 104,754; average for 1905, 105,541.

MONTANA.

Butte. Inter-Mountain. Sioux average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-American Farmer, weekly. Average 1905, 147,032.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Sioux aver. for 6 mos, ending Mar. 31, '06, 4,410.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,965; March, 1906, 7,191.

Jersey City. Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 25,408.

Newark. Evening News. Evening News Pub. Co., average for 1905, 60,102; Apr. '06, 68,782.

Trenton. Times. Av. '05, 16,454. Net Feb. av., 18,082. Only ev. paper; single ed.; classified paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end, June, 1905, 12,289 (*).

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 48,457; 1905, 94,690.

Catskill. Recorder. 1905 av., 2,811; 1st 3 mos. 1906, 5,928. Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, 1904, 6,288; 1905, 6,595.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,292.

THE GREATEST RECORD OF A NEW JERSEY NEWSPAPER.

During April, 1906, the NEWARK EVENING NEWS carried **728,640** agate lines of paid advertising.

This exceeds the best previous monthly record of the NEWARK EVENING NEWS, and is greater than the amount of advertising carried by any New York morning or evening newspaper, exclusive of Sunday editions.

The best criterion of a newspaper's value is its advertising patronage. The NEWARK EVENING NEWS is one of the strongest advertising mediums in the United States.

The daily average net paid circulation for April was **63,782**. This represents a net daily gain over the corresponding month of 1905 of **2,238**.

NEWARK EVENING NEWS,

NEWARK, NEW JERSEY,

EUGENE W. FARRELL, Adv. Mgr.

EDWARD A. WESTFALL,
N. Y. Representative,
World Bldg., New York.

O'MARA & ORMSBEE,
General Advertising Representatives,
World Bldg., New York,
Tribune Bldg., Chicago.

Glens Falls, Times. Est. 1878. Only evening paper. Average 1905, 2,471.

LeRoy, Gazette, est. 1836. Av. 1905, 2,287. Largest city. Circ. Genesee, Orleans, Niagara Co.'s.

Mount Vernon, Daily Argus. Average 1905, 5,318. Westchester County's leading paper.

Newburgh, News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

New York City.

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 75,468 are actual paid subscribers, as per count of June 1, 1906. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 75,296.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1905, 9,442 (©©).

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

Benziger's magazine, family monthly. Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Av. for 1905, 26,228 (©©).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (© ©). D. T. MALLETT, Pub., 233 Broadway.

Leslie's Weekly. Actual av. year end, Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art; weekly. Average for 1905, 5,341.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies. Actual weekly average for the first seventeen weeks in 1906, ending April 25, **16,250** copies.

The People's Home Journal, 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—ill to paid-in-advance subscribers. E. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1906, 5,226; April, 1906, issue, 7,210.

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 15,155.

The World. Actual av. for 1905, Morn., 505,490. Evening, 571,708. Sunday, 411,074.

Rochester, Case and Comment, mo. Law. Av. for 1905, 50,000; 2 years' average, 50,108.

Schenectady, Gazette, daily. A. N. Ilecty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1905, daily 85,552. Sunday 40,098.

Tioga, National Electrical Contractor, mo. Average for 1905, 2,645.

Tioga, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,289.

NORTH CAROLINA.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,906.

Raleigh, Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

OHIO.

Ashtabula, American Sanomat, Finnish. Actual average for 1905, 10,766.

Columbus, Hunter-Trader-Trapper, monthly. Actual average circulation 1905, 22,708.

Coshocton, Age, Daily av. 1905, 2,128; in city 10,000; factory pay-rolls \$150,000 monthly.

Dayton, Herald, evening, Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown, Vindicator, D'y av. '05, 12,910; Sp. 10,178; LaCoste & Macquell, N.Y. & Chicago.

Zanesville, Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161. Mar. '06, 12,661. E. Katz, Agent, N.Y.

OREGON.

Portland, Journal, Dy. and Sy. Actual average for Feb., 1906, 25,254. Av. year '05, 21,926.

PENNSYLVANIA.

Erie, Times, daily. Av. for 1905, 15,248, April, 1906, 16,978. E. Katz, Sp. Ag., N.Y.

Harrisburg, Telegraph. Sworn av., Mar., 12,551. Largest paid circulation in EPB, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 6,470 (©©).

Philadelphia, German Daily Gazette, Av. circulation, 1905, daily 51,508; Sunday, 44,466; sworn statement. Circulation books open.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 568,866. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one 'that best serves its purpose as an 'educator and counselor' for the agricultural population, and as an effective and economical medium for communicating with them 'through its advertising columns.' "Unlike any other paper."



Philadelphia, The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1905, 106,600; Sunday average March, 1906, 150,738.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1906:

1.....	Sunday	16.....	307,027
2.....	237,659	17.....	326,634
3.....	233,863	18.....	270,025
4.....	231,755	19.....	261,886
5.....	229,667	20.....	257,252
6.....	229,009	21.....	255,146
7.....	234,247	22.....	Sunday
8.....	Sunday	23.....	228,467
9.....	207,340	24.....	237,329
10.....	232,147	25.....	226,809
11.....	228,712	26.....	233,932
12.....	232,445	27.....	230,893
13.....	230,649	28.....	230,900
14.....	226,765	29.....	Sunday
15.....	Sunday	30.....	226,828

Total for 35 days, 5,838,286 copies.
NET PAID AVERAGE FOR APRIL.

233,531 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.
PHILADELPHIA, May 3d, 1906.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results"

Pittsburg. The United Presbyterian, official organ of the United Presbyterian Church. Weekly circulation 1905, 21,560.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,397. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamport. Grit. America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Reprs., New York and Chicago.

York. Dispatch and Daily. Average for 1905-18, 551. Enters two-thirds of York's homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,889 for 1905.

Providence. Daily Journal. 17,625 (©). Sunday, 20,335 (©). Evening Bulletin 27,753 average 1905. Providence Journal Co. pubs.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, 10,175. 9,587 copies (©); semi-weekly, 2,625. Sunday '05, 11,072 (©). Actual average July to Dec, '05, daily 10,153; Sunday 11,524.

TENNESSEE.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 24,915. Sunday 25,887. weekly, 50,582. Smith & Thompson, Representatives N. Y. & Chicago.

Knoxville. Sentinel. Average March 11,592. Carries more advertising in six days than does contemporary in seven. Write for information.

April Advertising in Memphis

COMMERCIAL APPEAL:

Local	26,708
Foreign	7,980
Classified	10,515
Total inches	45,203
In columns	2,152 1/2
April, 1905	1,790
Columns gain	362

AFTERNOON PAPER:

Local	15,766
Foreign	3,157
Classified	5,918
Total inches	24,841
In columns	1,182 3/4
April, 1905	1,234 1/2
Columns loss	57 1/2

Excess of COMMERCIAL APPEAL over the afternoon paper:

Local	Foreign	Classified	Total inches	In columns
10,942	4,823	4,597	20,362	969 3/4

SUMMARY

The COMMERCIAL APPEAL carried more local advertising by 2,000 inches than the combined local, foreign and classified advertising of the afternoon paper. Local merchants know! The COMMERCIAL APPEAL gained 7,604 inches and the afternoon paper lost 1,077 inches. This is the regular record, month to month.

The guaranteed net paid circulation of the COMMERCIAL APPEAL exceeds 40,000 daily and 60,000 Sunday — double any other Memphis paper on Sunday and 50 per cent more on the daily.

That Tells the Story!

Chicago SMITH & THOMPSON New York
Foreign Advertising Representatives The Commercial Appeal



Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,515.
One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Nashville, Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1903, 20,227.

TEXAS.

Denton, Record and Chronicle, daily av. 1905, 974. Weekly av., 5,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald, Av. '05, 5,011; Feb. '06, 5,568. Merchants' canvasses showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, 5,527; for last six months, 1905, 5,691.

Burlington, Free Press, daily av. '05, 6,558. Non 7,200, or more. Largest city and State circulation. Examined by Asso. of Amer. Adv.

Burlington, News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Montpelier, Argus, Actual daily average 1905, 5,242.

Rutland, Herald, Average 1904, 5,527. Average 1905, 4,286.

St. Albans, Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Norfolk, Landmark (C). Leading home paper. Circ. genuine. No pads. H. K. & C. Co., Sp'l.

Richmond, News Leader, Semi-dy. av. 1905, 29,545. Largest in Virginia and Carolina.



Richmond, Times-Dispatch, morning.

Actual daily average year ending December, 1905, 29,276. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia, Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma, Ledger, Daily average 1905, 15,544; Sunday, 20,535; weekly, 9,642.

Tacoma, News, Average, 1905, daily, 15,805; weekly, 6,075.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Wheeling, News, Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guarantee a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janesville, Gazette, d'y and s-w'y. Circ'n—average 1905, daily 8,149; semi-weekly 5,059.

Madison, State Journal, dy. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee, Evening Wisconsin, d'y. Av. 1905, 26,648; March, 1906, 28,049 (C).



Milwaukee, The Journal, ev'g. Average 1905, 40,517; Apr. 1905, 45,960. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh, Northwestern, daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877, weekly. Actual av. for 1905, 41,541; for year ended April 5, 1906, 42,924. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune, Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1905, 8,687; April, 1906, 10,859. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1905, daily, 20,048; weekly, 15,654. Daily, April, 1906, 24,759.

Winnipeg, Telegram, Daily av. '05, 18,707; last three months 20,577. (Sat. average 25,000).

Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Aver. for the year-end, April, 1906, 15,208; aver. last six months, 15,668.

NEW BRUNSWICK, CAN.

St. John, Star, Actual daily average for October, November, December, 1904, 6,091.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,055.

Toronto, The News, Semi-dy. average daily circulation for year ending Dec. 30, 1905, 28,282. Advertising rate 50c. per inch. Flat.

Toronto, Star, daily. Daily average February, 1906, 41,955 copies.

QUEBEC, CAN.

Montreal, La Presse, La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 20,259; 1905, 96,771; weekly, 42,207.

Montreal, Star, dy & wy. Graham & Co. Av. for 1904, dy, 56,795; wy, 125,240. Av. for 1905, dy, 58,125; wy, 126,507.

Sherbrooke, Daily Record, Average, 1905, 6,152; April, 1906, 7,050.

I want to express our appreciation of the Roll of Honor. We consider it indeed a Roll of Honor. It gives the honest quotient of circulation a fair show. In addition to being in the Roll of Honor, we also keep a standing ad in your Want-Ad Mediums, and this publicity in choice company has undoubtedly helped us to acquire a business in the classified ad line which, we think, is not equaled by any other paper in a town of its size in this country. — Aug. S. Crane, Manager Daily Journal, Elizabeth, N. J., March 12, 1906.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,451 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905, Daily 28,590 (◎◎). Sunday 48,721. Wg., '04, 107,925.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPERS (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

THE LEWISTON EVENING JOURNAL (◎◎) is the only Gold Mark paper in all Maine.

MASSACHUSETTS.

BOOT AND SHOE RECORDER. Boston (◎◎) greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is the advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Largest high class circulation.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub., 255 Broadway, N. Y.

ENGINEERING NEWS (◎◎).—Most reliable and ably edited.—Times, Chattanooga, Tenn.

E. News prints more transient ads than all other technical papers; 1½¢ & 3¢ a word. Try it.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 20,389 average weekly from January 6th to March 31, 1906.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600; Sunday average March, 1906, 150,738.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (◎◎), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 112 9 10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled in chances. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and **SUNDAY STAR**, Washington, D. C. (© Q), carries double the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Terre Haute STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so; one cent per word.

THE Muncie STAR is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties.

More classified ads are printed daily in the Muncie STAR than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 88,000 lines of classified advertising. In the same month in 1905 the STAR published 64,935—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE Star League, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE Indianapolis NEWS during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,247 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid paper Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result better; circulation in excess of 13,500; 1c. word; ½c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in March, 147,014 lines. Individual advertisements, 23,385. Circulation, 1905, 57,039; 1904, 64,384; 1905, 67,588. First three months 1906, 69,982. The average Sunday circulation, 69,384.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEBRASKA.

L INCOLN JOURNAL AND NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertiser's novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. Mar. '06, 7,184. Examination by A. A. A. June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN!
Want Ads. in THE BULLETIN bring
prompt returns, because "in Phila-
delphia nearly everybody reads
THE BULLETIN."
Net daily average circulation for
April, 1906:
233,531 copies per day.
(See Roll of Honor column.)

SOUTH CAROLINA.

THE Columbia STATE (C.C.) carries more Want ads than any other S. C. newspaper.

BRITISH COLUMBIA.

VICTORIA COLONIST, Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (C.C.) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—worth to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

HE KEPT THE SECRET.

When the teacher was absent from the schoolroom Billy, the mischievous boy of the class, wrote on the blackboard: "Billy Jones can hug the girls better than any boy in school."

Upon her return the teacher called him up to her desk.

"William, did you write that?" she asked, pointing to the blackboard.

"Yes, ma'am," said Billy.

"Well, you may stay after school," said she, "as punishment."

The other pupils waited for Billy to come out, and then they began guying him.

"Got a licking, didn't you?"

"Nope," said Billy.

"Got jawed?"

"Nope."

"What did she do?" they asked.

"Sha'n't tell," said Billy; "but it pays to advertise."—*Ladies' Home Journal*.

PRECEDENTS VS. COPIES.

Hail the fire test of Investigation! Begone, Precedent! When advertisers investigate and run "claims" to earth, then the true and false will be shown. We have truth on our side; we have the goods. We have the circulation and it ruffles us once in awhile when an old curmudgeon who has got the "precedent habit" renews his contract with the old "shell," played out, "fossil" paper and turns down a hustling youngster like the *Star Monthly*.—*Star Monthly Solicitor*.

ALL advertising is retail and local in the end. It may be printed in the magazines, it may be paid for by the manufacturer, yet ultimately the results are worked out in retail stores. The advertising agency which knows most about retail advertising and retail human nature is best fitted to direct national advertising.—*H. I. Ireland*.

MUCH depends on being able to recognize wherein is the real fighting strength of the thing advertised; particularly when competition has to be reckoned with.—*H. I. Ireland Agency, Philadelphia*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

ISSUED every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position selected by the advertisers, if granted, double price is demanded. In time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 16, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

KIMBALL & PATTERSON, the New York specials, have removed from Temple Court to 1 Madison ave.

OFTENTIMES the best start you can give a young man in business, is to kick the props from under him and let him start himself.

THE man who thinks his work beneath him is not apt to ever use his present employment as a stepping-stone to something higher.

THOUSANDS of brain-cells are destroyed by people who are puzzling their heads over the best way to do things, without the faintest notion of what they really want to do.

"PRACTICE makes perfect"—just half a truth—wrong practice makes imperfection more imperfect.

THE Postum Cereal Company, Battle Creek, Mich., will soon put on the market a new product called "Elijah's Manna," advertising it extensively. The trademark is to be a raven.

THE Detroit *Free Press* for Sunday, April 29th, consisted of 84 pages, although it was not a special issue but merely of a size sufficient to meet the requirements of its regular business. Otto Carmichael, the publisher, states that it was the largest paper ever published in Michigan.

TO ADVERTISE BOSTON.

Mayor Fitzgerald, of Boston, announces that that city will establish a publicity bureau, and has called a meeting of merchants to discuss advertising methods, cost, etc. An appropriation of not less than \$50,000 will be raised, it is said.

THE most carefully planned and directed advertising may be wholly or partially defeated by hidden conditions over which the advertiser has no control. Even the weather man falls wide of the mark, in his prognostications, because of counter currents which are going on beyond his field of observations.

NOTABLE TOPEKA.

If there is another city in the United States that can show a proportion of newspapers with unusually large circulations that will compare favorably with Topeka, Kansas, PRINTERS' INK would like to learn its name and where it is situated. In no other place of equal size is so large a proportion of the newspapers issued, so open and above board, in allowing advertisers and the public to know exactly how many copies they print.

A CONTROLLING interest in the Minneapolis *Commercial Bulletin* and *Northwest Trade* has been acquired by the Root Newspaper Association, of New York. This publication is a weekly.

A "RELIEF Fund Edition" of the Reading, Pa., *Telegram* was published on May 2d, and the entire proceeds, which exceed \$800, were devoted to San Francisco relief work. Both the advertising rate and the selling price of the paper were increased for the occasion.

TEMPORARY OFFICES.

The Dake Advertising Agency, of San Francisco, is receiving mail in care of the Commercial Union, 112 Dearborn street, Chicago, and will open an office in the latter city soon.

P. L. Benjamin, representative of the Commercial Union in San Francisco, has temporary offices at 906 Broadway, Oakland, Cal.

DERRICK PROSPEROUS.

Since Paul E. Derrick sold his New York agency, a year and a half ago, and went to London to live, he has opened twenty-four new accounts, losing none of his old ones. American advertising that he directs in England includes that of the Coldwell lawn mower, H. J. Heinz & Co., Ingersoll watches, Liquozone, Quaker Oats, Savage firearms, National Correspondence Schools and others.

NEW YORK "WORLD" TO BUILD.

Plans are now being considered for a new home for the New York *World*, occupying the plot owned by Mr. Pulitzer at William and Frankfort streets, back of the present *World* Building. It is said that the latter will be made a part of the new structure, thus retaining the entrance and offices on Park Row. Mr. Pulitzer recently bought the old home of the New York Press Club in William street, paying therefor \$95,000.

FELIX ISMAN, the well-known Philadelphia realty broker, whose operations in that city and New York have attracted wide attention the past two years, was recently married to Miss Irene Frizelle, and is traveling with his wife in Europe.

PETER ECKLER, for over fifty years a publisher in New York, died May 1 at his home in Brooklyn, aged eighty-four. At one time he published a periodical called the *Age of Reason*, devoted to free thought, and was also publisher of Robert Ingersoll's books.

NEW BABY.

The *Advertisers' News* is a monthly journal devoted to advertising and publishing affairs, recently established by Chas. E. Handy at 150 Nassau street, New York. It sells at ten cents a copy, and announces that it has no article to sell other than the journal itself, and that it will be exactly what its name implies.

THE ROMANCE OF THE WORK.

It is the man without thought who sees in the work of the advertiser nothing but the prosaic. It is full of ambition and dreams, of high ideals to be attained and lived up to, difficulties to be surmounted, and great successes to be attained. There is room for the development and display of the most lofty traits, the strongest spirit and the highest sense of honor should naturally develop in the advertiser. He will experience that wonderful joy, that of triumph, heightened by the discipline of necessary patience.

Where is there greater romance and excitement than in battling with all the force of heart and brain for the development and success of an idea into which a man has put his whole soul—yes, there is the point, a man must use his soul to find the higher side of any business, it is the soulless grind that is death to ideals.—*Artemas Ward in Fame for May*, 1906.

WOMEN of all classes read advertising and from a variety of interested standpoints. By far the greater majority do more than skim through the advertising pages. They turn them carefully and with interest, and if an advertisement appeals to them *at all* they read it through, or as long as it continues to be interesting and practically suggestive.—*Judicious Advertising.*

MAYOR THOMPSON.

At the spring election recently held in Kalamazoo, Mich., William Thompson, president of the Kalamazoo Stove Company, was elected mayor of that city by an overwhelming majority on a platform calling for "a square deal, equal rights to all and special privileges to none." This means, essentially, a business administration for Kalamazoo.

CORNER COUPON NOT AFFECTED.

Through uncertain wording the recent order of the Postoffice Department regarding detachable pages in second-class publications was construed as an order barring corner coupons. In response to inquiries from publishers the department now specifically states that the new regulation does not affect corner coupons, or forms or coupons arranged so as to be removed for communicating orders or information to advertisers.

At the May 1 noon luncheon of the St. Louis Advertising Men's League several short addresses were listened to. Charles Van Dyke Hill, treasurer of the Western Advertising Co., spoke on "The Psychology of Advertising." Alex. McDonald, advertising manager of the Bollman Bros. Piano Co., talked of piano advertising. "How We Advertise Paper" was the topic of J. T. Dickie, of the Graham Paper Co., and a brief talk was also given by J. C. Minton, manager of the Jesse French Piano Co. The speakers are all St. Louis business men.

THE Internal Postal Convention at Rome has rejected the proposal for a two-cent rate on international letters. The plan was backed only by the United States, New Zealand and Egypt. A Japanese proposal to reduce the rate to four cents was also rejected.

GROWTH IN CLEVELAND.

Since the purchase by Medill McCormick of the Cleveland *News* that paper has steadily grown in circulation, and a daily average of 72,000 copies is now claimed by the publisher. The flat rate has also been adopted, and lately a new sextuple press has given a capacity of 96,000 twelve-page papers an hour.

Scribner's Magazine goes into 200,000 homes, so the publishers assert in a handsome folder. Rowell's American Newspaper Directory, for 1906, gives *Scribner's Magazine* the letter "A" rating, meaning exceeding 75,000 copies per month. An "A" rating is the highest letter rating which the Directory accords. Letter ratings are accorded only to papers whose publishers do not, or will not, furnish a definite statement that would secure them a rating in Arabic figures.

A DAILY paper that is clean and wholesome in its news columns, and at the same time instructive from a literary point of view is not to be found in every city. Such a paper wherever found should be preferred to all others. In Boston, the *Evening Transcript* has the circulation of character. It is understood to be the best family daily in that city. It has been published with the same policy—in fact, by the same family—for seventy-six years. It has gained and now possesses the absolute confidence of its readers. Other papers have enjoyed their trust at times, but none have held it without a break, or enjoy it at the present time, to anything like the extent accredited to the *Transcript*.—*Judicious Advertising.*

THE *Caterer*, of New York, has moved from 145 East 42d street to new quarters at 110 West 34th street.

A. T. STEWART'S WHITE ELEPHANT.

After twenty years of idleness a great carpet factory built by the late A. T. Stewart at Matteawan, N. Y., has been sold to the Chicago Piano Co. This plant has 274,000 square feet of floor space, and cost \$1,000,000. It represented A. T. Stewart's greatest mistake, for though operated several years, it never paid.

BUTTERICK CHANGES.

Ralph Tilton has been appointed editor of the *Delineator*, succeeding Charles Dwyer. The advertising department of the Butterick publications is to be managed by W. H. Black, who has been Western representative at Chicago since the promotion of Thomas Balmer two and a half years ago. No successor to Mr. Black has yet been named. W. S. McLane has been appointed office manager in New York, succeeding F. R. Barnard, and the advertising staff of the home office has been further augmented by W. A. Patterson, H. C. Crisp and W. A. Johnston. Under Mr. Tilton's editorship, it is reported, the form and quality of the *Delineator* will be greatly changed.

CORTELYOU PLANS COMMISSION TO MODIFY LAWS ON SECOND-CLASS MATTER.

Postmaster-General Cortelyou has recommended to Congress the appointment of a commission to inquire into the subject of second-class mail matter with a view to ascertain what modifications of the present second-class laws are necessary. The commission is to render its report to Congress not later than Dec. 10, 1906.

In recommending the commission the Postmaster-General in his communication to the Com-

mittee on Postoffices and Post Roads of the Senate says:

"The existing statutes regulating the second-class of mail matter are out of date. They do not meet modern requirements of the publishing industry, and the administration of them unnecessarily and unreasonably hampers the publishers of bona fide newspapers and periodicals.

"As an illustration of what is involved in administration it may be stated that the question of what is a bona fide newspaper or periodical is one about which there may be and often is much difference of opinion. The same is true of what constitutes a known office of publication, what constitutes a publication originated and published for the dissemination of information of a public character as distinguished from information of a private character, what is devoted to literature, the sciences, arts, or some special industry; what is a legitimate list of subscribers.

"Not only is it desired that the conditions necessary to be established before a publication can be admitted as second-class matter be simplified, but in addition thereto the multiplicity of rates, which depend so largely upon the circumstances of mailing rather than upon the matter itself, be reduced."

The Hon. Postmaster-General George B. Cortelyou is apparently doing all that lies in his power to bring about a solution of the problems with which many of his predecessors have struggled in vain. If he does solve the problem—and the Little Schoolmaster thinks him to be the best man to do it—he will earn the gratitude of all honest publishers, and secure for himself fame not easily forgotten. The difficulty which must confront the Postmaster-General primarily, is the appointment of the right man on his commission that is to inquire into the subject of second-class mail matter.

BIGGER WATCH BUSINESS.

The corporate name of the American Waltham Watch Company, Waltham, Mass., and Boston, is to be changed to the Waltham Watch Company, and its capital has been increased from \$4,000,000 to \$12,000,000. Additions to the plant have been begun which will increase its force of employees from 3,500 to 6,000. This company advertises extensively, and is the largest concern in the world in export watch trade.

In advertising, aim at the average citizen, and don't get rattled if the critic ridicules your copy, if it is sane. Remember that there are about seventy millions of average citizens, and perhaps a dozen critics of advertising.—*Agricultural Advertising.*

FROM the first word to the last period, the advertisement should be a direct effort to sell the thing it is talking about. If the thing itself is not interesting, you cannot make it interesting by pretty pictures or funny stories. Such subterfuges, while they may momentarily attract the attention, too frequently defeat their own purpose by diverting the mind from the thing which is advertised, leading the imagination into channels so far removed from the real objective point that the sudden shock of the return to prosaic fact creates a natural antipathy.—*Judicious Advertising.*

PRINCIPLES OF ILLUSTRATION.

Advertising illustrations sometimes emphasize and call attention to the text. Frequently, however, they detract from it by their very excellence. This applies particularly to illustrated booklets. The same love of easy reading that leads people to scan the pictures in a magazine, ignoring the article itself, also causes them to skip the contents of a booklet that is quite as interesting as its pictures. Text and pictures are not interwoven closely enough. Each must be made an inseparable half of the booklet. A famous American illustrator says that in selecting incidents in a magazine story for illustration he never utilizes one that can be told completely in a picture. His illustration shows only an interesting portion of the incident—something that has just happened or is about to happen, which will compel the reader to read the story to find out what led up to the picture, or what happened after. This rule applies readily enough to booklet illustrations.

ADVERTISING and politics seem to go together in Massachusetts. Recently the citizens of Lowell, Mass., gave a complimentary dinner to Humphrey O'Sullivan, one of the company making O'Sullivan rubber heels, and are booming him for Congress.

A GREAT many newspaper and magazine publishers throughout the country are using Rowell's American Newspaper Directory as a means of checking exchange lists, which are often inclined to become unwieldy unless carefully watched and vigorously pruned. Indiscriminate exchange is not practiced by the larger newspapers and higher priced magazines, and the newspaper directory enables the exchange editor to determine something of the character and standing of a publication which, for the first time, seeks admission to his desk.

"HUNTER-TRADER-TRAPPER."

Mr. A. R. Harding, publisher of the Columbus, O., *Hunter-Trader-Trapper*, says:

The first issue of the first and only magazine devoted to the interests of hunters, traders, and trappers appeared in Gallipolis, Ohio, October, 1900. The magazine then contained only 24 pages. May 1st, 1905 it was moved to Columbus, Ohio, and last winter printed as high as 160 pages.

The subscription price at the start was only 50c., but this was soon increased to \$1 as the rapidly increasing number of pages made it necessary to do so. The advance in rates did not lose us any subscribers. The magazine is 6½x9½ inches, containing two columns of reading matter.

The advertising rates at the start were \$10 per page per month or \$95 on a year's contract. In less than two years this was increased to \$20 per page or \$200 per year. Last September the rates were again advanced to \$30 per page or \$300 per year. The fact that the magazine carried as high as 70 pages of advertising in a single issue at the increased rate is evidence that the advertisers got results. In fact most of the increase was from some of the advertisers using more space, one advertiser using as much as 11 pages, two others 6, and a number 2 pages.

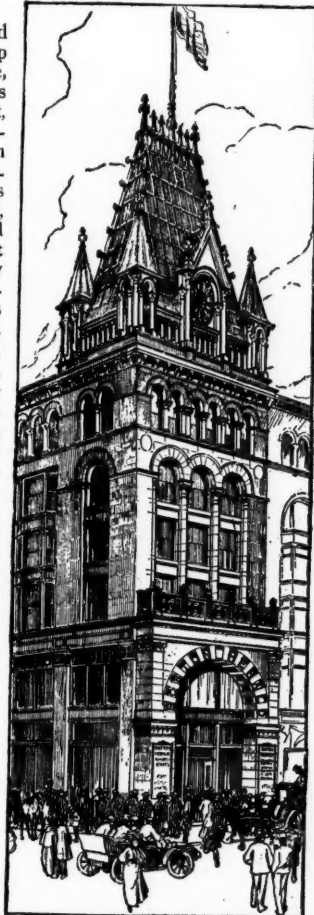
The *Hunter-Trader-Trapper* is a member of the Roll of Honor; its actual average circulation for 1905 was 22,708 copies.

A NEW Boston agency seeking recognition from publishers is the Walton Advertising & Printing Co., 23 Court street, that city. Its accounts are said to be chiefly local, and it specializes in retail and financial publicity.

THE Manufacturers' Advertising Bureau, an agency that since 1877 has been active in the machinery advertising field, has moved from Liberty street to new offices at 237 Broadway, New York. Benjamin P. Western is its proprietor.

PHILADELPHIA AD-CLUB GOES A-MAYING.

On May 1 the Poor Richard Club, a new organization made up of Philadelphians who prepare, publish or use advertising, held its first dinner at Washington Park, Gloucester, N. J., eating the famous planked shad now in season at that resort. Among the speakers were Finley Acker, Thomas Martindale, Clarence K. Arnold, J. W. Morton, Joseph H. Appel and T. A. Daly. Those present were: J. B. Lippincott, Finley Acker, S. De Baer, E. J. Cummings, W. J. Eldridge, Charles E. Roberts, R. A. Foley, P. K. Frowert, H. A. Gatchel, J. B. Beans, W. P. Mills, M. Rubincam, John C. Van Haagen, W. M. Ostrander, Thomas Martindale, J. H. Appel, J. W. Morton, Jr., Charles Westing, C. K. Arnold, Henry Ferris, Peter Shields, H. M. Morris, George L. Dyer, B. J. Wassermann, T. A. Daly, T. F. Pohlig, C. B. Taylor, J. W. P. Buning. The Poor Richard Club was organized in February, and its officers are: President, Thomas Martindale; vice-presidents, Charles Emory Smith, Finley Acker, Ellis Gimbel, W. Henry Maule, H. M. Nathanson; secretary, Jos. H. Appel, care of John Wanamaker; treasurer, J. W. Morton, Jr., care Strawbridge & Clothier. Executive committee: J. Bertram Lippincott, David Fleisher, H. I. Ireland, Samuel D. Lit, Gabriel Blum, Louis Kolb, William Simpson. Entertainment and dinner committee: A. S. Wheeler, Charles E. Roberts, E. S. Edmondson, T. A. Daly, M. F. Hanson, W. M. Ostrander, H. A. Gatchel, Frank Nirdlinger. Membership committee: George W. Tryon, W. P. Mills, P. K. Frowert, Charles B. Taylor, Milton Rubincam, J. C. Van Haagen.



Front of the New Administration
Building of the
BOSTON HERALD,
Corner Tremont and Mason Sts.

A. A. SEAVER, who was formerly circulation examiner for the Association of American Advertisers, has become examiner for the Audit Company of New York, taking charge of a department of that corporation that will examine and guarantee the circulations of newspapers and magazines.

THE *Kansas Semi-Weekly Capital*, of Topeka, has been superseded by the *Kansas Weekly Capital*, and the price reduced from \$1 to 25 cents a year. It will continue to be a farmer's paper, and for the present the advertising rate will be unchanged. The publisher, Arthur Capper, was unsatisfied with a circulation no larger than 20,000, and the change was made in order to increase the sales.

A JOURNAL DEVOTED TO NOVELTIES.

The *Novelty News* is a new trade monthly devoted to advertising novelties, published at 171 Washington street, Chicago. A. Homer Bowlin is manager, and its endeavor is to report each month the new trinkets and devices, either useful or amusing, that are made with a view to being distributed for advertising purposes. A report of such articles patented is given, and hints on the use of advertising novelties, and there are many standard articles described in the journal's advertising pages, which are liberally patronized.

REBUILDING THE SAN FRANCISCO DAILIES.

Probably in no commercial enterprise was greater exertion put forth than to find new homes for the great San Francisco dailies, every one of which was completely burned out, and plants wrecked, says the *San Francisco Chronicle*. This drove the dailies across the bay to the homes of smaller journals, most of which operate with a single press and from two to five type-setting machines. Commencing with issues of four

sheets the first day after the earthquake, papers like the *Chronicle* have steadily grown until they are issuing now sixteen page editions. To do this every job printing office in Alameda, Oakland and Berkeley, and, in fact, every available machine within a radius of ten miles of Oakland, has been pressed into service—and kept working the full twenty-four hours. As a sample of the manner in which the sixteen pages of reading and advertising matter was assembled in the *Chronicle* to-day, ten columns were set in a newspaper office in Alameda, carried by wagon to the composing rooms of the *Oakland Herald*, from which the *Chronicle* is being issued. Other papers have had to resort to the same expedients, getting part of their matter set up in some instances twenty miles away. The limited supply of type and paper in the smaller offices to which San Francisco dailies have been driven has also been a great handicap. It has been often necessary for a compositor to distribute a story the same night it was set up in order to secure sufficient type for another story for the same edition. Despite these obstacles all the big morning dailies are being issued regularly, and subscribers are obtaining their favorite papers as though nothing had occurred. Prosperity is manifested more clearly in the newspapers than in any other way. It is impossible to meet the demands of advertisers for space. Many times a day the allotment of space has to be cut, despite the fact that business men are ready and willing to pay the full advertising rates with cash. With all the extra work necessary to get out the papers in Oakland, no effort is being spared to re-establish the plants of the San Francisco papers in their old homes. Many complete Eastern plants have been offered, and with machines that had already been ordered, and which are on the way from the East, the proprietors of the three morning papers expect to be publishing papers on their own premises within a few weeks.

THE "BULLETIN'S" BANNER MONTH.

The net paid daily average circulation of the Philadelphia *Evening Bulletin* for April, 1906, was 233,531 copies, the largest in the history of the paper; see detailed monthly statement in the Roll of Honor. The steady, onward march of the *Bulletin* to influence, power and prosperity, is a pleasure to note.

THE "STANDARD UNION."

In PRINTERS' INK for May 9 was printed a list of the dailies in the twelve largest cities of the country which furnished detailed statements of the number of copies printed for the 1906 edition of Rowell's American Newspaper Directory. The Brooklyn *Standard Union* should be added to the list, which had an average circulation for a year ending with February, 1906, of 43,135. *The Standard Union* is a member of the Star Galaxy.

MORE MAY MAGAZINES.

	Pages.	Ag. lines.
Business Man's Magazine.....	87	19,699
Current Literature.....	48	10,752
Modern Priscilla (cols.)..	57	9,805
Ethude (cols.).....	51	8,583
Bookman.....	28	6,272
Critic.....	23	5,286
Human Life (cols.).....	20	3,469

MAGAZINE NOTES.

A. A. Brown, business manager of the *Red Funnel*, the Australasian steamship magazine, Dunedin, New Zealand, is in this country.

Karl Edwin Harriman has been appointed editor of the *Red Book*, Chicago, succeeding Trumbull White. He leaves the editorial chair of the *Pilgrim*, Detroit.

L. L. McCormick, Eastern representative of *Sunset*, the Southern Pacific magazine, announces that, while the recent disaster destroyed the plant of that monthly, a May issue of eight pages will appear, and the June number will be regular size.

The *Saturday Evening Post* of May 12 has an article dealing with trade journalism, by Jas. H. Collins, of the editorial staff of PRINTERS' INK. The development of technical journals editorially, with facts about the field they have opened to technical writers, form the basis of this paper.

Under the Field and Stream corporation, which bought *Outdoors* last March, that magazine's form has been enlarged from standard size to three columns, each two and five-eighths inches wide, giving 420 agate lines to the page. Coated paper is used, and it

deals with country life rather than with sports. The price remains ten cents.

The *Modern Priscilla* has moved from 120 Boylston street to larger quarters at 221 Columbus avenue, Boston. This monthly has a novel policy on premiums. Articles of merchandise are freely given for new subscribers, but never to the subscribers themselves as an inducement to take the publication. Such premiums are confined to agents who canvass for new readers, and they must be subscribers whose names are already on the books.

Friction in the editorial department of *McClure's* has resulted in the resignation of three leading writers, Ida M. Tarbell, Lincoln J. Steffens and Ray Stannard Baker, who are well-known in connection with their various specialties in the exposure line. According to rumor, trouble resulted over questions of editorial authority. S. S. McClure has stated emphatically that he will edit the magazine, and no one else. The resigning writers, it is said, will establish a new magazine devoted to exposures.

An excellent piece of work was done when the *Review of Reviews* came out with an article on the San Francisco disaster in its May issue. Four pages in a prominent part of the magazine told the story of the earthquake and fire, and made comparisons with other great disasters of history. Pictures of prominent San Francisco buildings were also printed, and though the catastrophe occurred April 18, the magazine was on newsstands on time, May 1, and appeared the very day that *Harper's* and *Leslie's* weeklies came out with earthquake numbers.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Editor for leading trade journal. State experience fully and salary expected. Address "EDITOR," care Printers' Ink.

THE circulation of the New York *World* morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE. 368 Main St., Springfield, Mass.

POSITIONS paying \$1000-\$5000 now open for Salesmen, Executive, Clerical and Technical men; write for booklet. HAPGOODS, Suite 611, 309 Broadway, N. Y.

WANTED—An advertising man for a Providence, R. I., clothing and cloak concern. State former position, age and salary. Address "C. M.," care of Printers' Ink.

WANTED—First class adv. writer, window dresser and stock man. Address "AD-WRITER," care of Printers' Ink, stating entire experience, salary wanted and giving references.

CONCERNING TYPE—A Cyclopaedia of Everyday Information for the Non-Printer Advertising Man; get "typewise": 64 pp., 50c. postpaid, ag'ts wanted. A. S. CARNELL, 160 Nassau St., N. Y.

WANTED—An advertising solicitor by a trade journal, the best in its class. Must be an A1 solicitor. Exceptional opportunity for the right man. Address "SOLICITOR 100," care Printers Ink.

WANTED—Advertising Representative in Eastern territory who can devote part of his time to well-established monthly publication of National circulation. THE TEAM OWNERS' REVIEW, 303 Lewis Bldg., Pittsburgh, Pa.

WANTED for a Trade Journal (Metallurgical) subscription and advertising solicitors. Good opportunity for the right man, young or old. Address, stating age and experience, "ENERGETIC," care of Printers' Ink.

A COMPETENT young woman, with twelve years' experience placing and following up advertising, desires position with advertiser or agency. Highest references from former employer. Address ANNA HUNKINS, care P. I.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED—Advertising manager whose experience qualifies him to handle trade paper copy, write good letters and develop business in connection with sales department. Give full particulars regarding former employment, salary expected, etc. "OPPORTUNITY," care of Printers' Ink.

WANTED—A REPRESENTATIVE

for the Metropolitan district for a well established mechanical publication of large circulation. With a man of experience in mechanical publications a liberal commission arrangement will be made, with exclusive territory. Address "MONTHLY," care of Printers' Ink.

MALE HELP WANTED—Superintendent of Printing Department of Manufacturing Plant in Michigan. A well equipped open shop office, having six compositors, five cylinders and eleven jobbers. Must be capable of taking entire charge, and of getting out proper amount of first-class work at minimum cost. Give age, experience, references and salary expected. Apply P. O. Box 436, New York City.

WANTED—First-class advertising solicitor who can secure and hold business. Must be married, of good address and a hustler. Man who enjoys the advantages of a city of 12,000 near a city, can find here a position that will prove permanent and pleasant. He must come well recommended and of enough experience to make good. Salary no object. We want the results. Address "F. D. F.," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

There is a good position

open for a young man of good address who knows how to order cuts from an engraver, and how to send cuts and copy to the magazines. If YOU want the job, write at once to Box 20, care of PRINTERS' INK, New York City. References required.

BUSINESS MANAGER WANTED for a \$12,000 plant, publishing afternoon daily, weekly and conducting general printing. Splendidly equipped; linotype; three-story brick building. Both papers in good condition. Party must understand advertising and be good solicitor. This is a rare opportunity for one who wishes permanent home in thriving and desirable town of ten thousand population. Business incorporated and right party can buy interest. Address WALTER L. COHOON, Elizabeth City, N. C.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 55 Metropolitan Annex, New York.

I AM open for a suitable job with printers, publishers or manufacturers who advertise largely. Have had fifteen (15) years' thorough training in shop, warehouse and "on the road," as competent agent to make prices (if need be "on the spot") for catalogues, Booklets, etc., and fine commercial jobs generally, including the three-color process. Can suggest taking ideas, write up Booklets, etc., and prepare copy like an expert. Specimens of my work on application. "I know how," Address (pro tem),

T. J. KING, MACMAHON, Broadway Central Hotel, New York City.

If you are a young man of

good address and want a position as checking clerk in an advertising agent's office, write at once to Box 67, care of PRINTERS' INK, New York City. References required.

SIGNS.

NEW Designs in Paraffine Signs. Send for sample and prices. KNOXVILLE PRINTING & BOX CO., Knoxville, Tenn.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEKAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR SALE.

\$300 buys \$600 county paper outfit. Used eight months. H. L. PATTERSON, Nashville, Tenn.

ESTABLISHED official Newspaper and Job L Plant in thriving Wisconsin city of 6,000 population. Will sell outright or take partner. Address L. F. NOHL, 18 Mack Bk., Milwaukee, Wis.

\$1,500 IN SIX MONTHS
AND
\$15,000 SPOT CASH
OR
\$16,500 IN ALL

Will buy good paying, fast growing, well established afternoon and weekly, in best manufacturing city of 18,000 in the South. Town and papers up-to-date and prosperous. Details on application. Inspection invited. Address "SOUTHERN SNAP," care of Printers' Ink. N. B.—Not in Yellow Fever section.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala. Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Peruna Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa.
Thirteenth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

REACH 1,900 homes in Troy and Central Miami County, Ohio, by using the RECORD. Only daily. Delivered directly to 800 homes in city alone. Read by women. Rate, 2-7c. line.net.

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. STANDARD ENGRAVING CO., Photo-Engravers, New York.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY. 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO. 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COM. PANY. LaCade Building, St. Louis, Mo.

THE H. I. IRELAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO. 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISE IN CANADA. For years we have been giving satisfactory paying service to some of the most successful advertisers in Canada. They stay with us. Our service covers the English and French field thoroughly. THE DESBARATS ADVERTISING AGENCY, Ltd., Suite 50, Sovereign Bank Bldg., Montreal.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER. An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT.

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

SHEPHERD & PARKER. Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

CLASS PUBLICATIONS.



20,000 Buyers

of (\$1,025,000,000 annually)

Hardware, Housefurnishing

goods, etc.

Read every issue of the
Hardware Dealers'
Magazine.

Write for rates. Specimen
Copy mailed on request.

255 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. HARPER ILLUS. SYNDICATE, Columbus, O.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. lightest and quickest. Price \$12. F. J. VALENTINE, Mfr. 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

PERFUMES. Toilet Preparations, Medicines, etc.; bulk or finished packages to suit your ideas; lowest prices; best goods; tell us your wants. S. M. HOPKINS & CO., Station B, Detroit, Mich.

NOTE HEADINGS of Bond Paper. 5 1/2 x 8 1/2 inches, with envelopes (paid p.) 100 for 50c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

FREE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. BERNARD'S AGENCY, Tribune Building, Chicago.

HALF-TONES.

NEWSPAPER HALF-TONES.

2 1/2, 70c.; 3 1/2, \$1.; 4 1/2, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid. 70c.; 6 or more. 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 818, Philadelphia, Pa.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascareto, Hoviers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

MONEY MAILERS.

MONEY MAILERS.—\$1.90 per M. Samples free. KING KOIN KARRIER CO., Beverly, Mass.

INSTRUCTION.

PROOFREADING Lessons in Advertising and Newspaper Work.—Personal instruction by a practical newspaper editor. Send \$5 for ten lessons by mail. DAILY WORLD, Bloomington Ind.

TYPEWRITING.

TYPEWRITING. Two copies of any MS., all corrections made, 5c. per 100 words. Address ROOM 5, 835 Broadway, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

TRADE Weekly in the Middle West, 5,000 paying subscribers, Gross business about \$25,000, leading paper in its field. Estate will sell at right price; Opportunity for right man. Address or call on

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

PHOTO-ENGRAVING.

PHOTO ENGRAVING and Plumbing taught by experts. CO-OPER VETRADES INSTITUTE, 163 W. 29th St., N. Y. Jos. H. Booth, Mgr.

BOOKS.

Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two DOLLARS. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISEMENT CONSTRUCTORS.

SUCCESSFUL and capable advertising man is open for engagement as advertising manager for reliable business. Central States preferred. Will accept reasonable salary. Address "J-105," care Printers' Ink.

A Brainy Business Bringing Ideas from the Breezy West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery

FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.



IF YOU ARE

thinking of writing for "samples," refrain, if you please. I look very suspiciously at such requests. My method of convincing a prospective client about my ability is such that (provided he wants advertising that SELLS GOODS and is willing to pay for it) never fails. I make Newspaper and Magazine advertising and literature in all its phases. You must pardon my persistence for repeating that SELLING GOODS is my business.

ALF. W. BRUNINGER,
810-812 Cherry St., Philadelphia.

"TELLING" LITTLE THINGS.
'Tis the little things that "tell" in advertising. "Little things" that can be read at a glance plenty long enough to say all that need be said—not long enough to "bore" a busy man. I make lots of such "little things" that will slip into the regular 6 1/2 envelope—and the mind of their recipient. Such Mailing Slips, if tactfully written and tastefully printed, are an infallible antidote for oblivion. By their persistent use you can at trifling cost keep yourself and your goods constantly in mind whose recollection of you at the proper moment means an order that otherwise goes to the man who was remembered. I'd be glad to send you Samples and quote prices on really "fetching" Mailing Slips, and will do so if you write me a letter—not postal card—that suggests business.
No. 19. FRANCIS I. MAULE, 402 Sansom St., Phila.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©) Greatest book of its kind. Published annually, 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

ADDRESSES WANTED.

LIBERAL pay for addresses prosperous people. F. C. NICHOLS, Box 789, Goldfield, Nevada.

SAN FRANCISCO BUSINESS

Send Rate Cards and Agent's Commission, with Full Data, to

THE NOLAN DAVIS CO., INC.,

—OPERATING—

BARNHART AND SWASEY

Temporarily at 878 Broadway, Oakland, Cal.

THE ADVERTISING AGENCY OF THE PACIFIC COAST

Back in San Francisco within thirty days with a better equipment than before the fire.

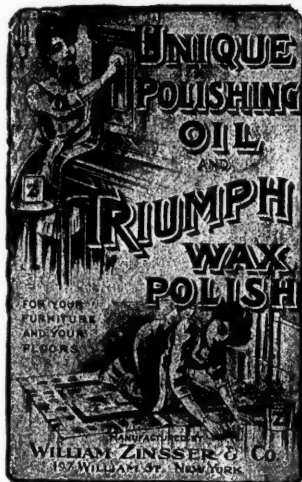
COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

The character of illustration employed in this William Zinsser & Company advertisement is obviously unsuitable for use in ordinary publications. But aside from this fact the advertisement is a very poor one. The combination of figures and display is very bad indeed, and the woman kneeling on the floor looks as if she were being crushed down by the letters immediately above her head. As a matter of fact, this is

parison in strength, clearness and printing quality.

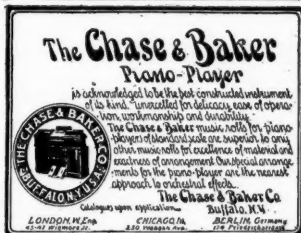
Most advertisers have learned that it is unwise to couch an ad-

**No 1**

not an advertisement at all, as it tells nothing about the goods and might be used with equal propriety—or impropriety—by the manufacturer of any furniture and floor polishes. The illustration marked No. 2 is not offered as a solution of this advertiser's problem, as it is open to many of the same objections as the original, in that it is poorly arranged and tries to do too much. It is shown here simply for purposes of com-

**No 2**

vertisement in language which is not easily understood by persons of the most ordinary intelligence, but there is still a large number



of advertisers who have not learned that it is equally unwise to make an advertisement difficult to read. No matter how beautiful, artistic, or well balanced an ad-

vertisement may be, it is almost a total waste of space if it is not fairly easy to read. Here is a Chase & Baker Piano Player advertisement which represents a large amount of painstaking labor but discourages perusal. Even in its original half-page magazine form it was hard to read and certainly was not beautiful enough to offset this serious disadvantage. If the same space had been used in displaying the same copy in plain, clean and readable type, how much better this advertisement would have been?

* * *


Here is an advertisement of Huyler's which presents a neat and attractive appearance, as Huyler's publicity nearly always does. It is appropriate that the advertising of a concern like Huyler's should be dainty, but there is no necessity for its being foolish. This adver-

IF YOU MUST CHEW

GUM

CHEW

Huyler's



THE HIGHEST PRICE

10¢

BUT THE

FINEST QUALITY.

tisement, if it means anything at all, means something like this: "Children, it is wrong, foolish and exceedingly bad manners, to chew gum, and you ought never, never to do such a thing—but if you must chew gum, chew Huyler's."

* * *

Why is it that so many adver-

tisers who have more than one thing to offer think it absolutely essential to illustrate every phase of their proposition in one little advertisement? Here is an ad of the Michigan Business Institute which, in the original, occupied a little less than three inches, single column, yet in this limited space the advertiser has attempted to show three different designs, four people and numerous articles of furniture, books, papers, etc. There

LEARN TELEGRAPHY
BOOKKEEPING
OR SHORTHAND



**TAUGHT BY MAIL,
AT YOUR OWN HOME**

Anyone can learn it easily in a few weeks. We are unable to supply the demand for telegraph operators, bookkeepers and stenographers. Write today for particulars of course desired. No charge for tuition until you are assured.

MICHIGAN BUSINESS INSTITUTE
512 Institute Building, Kalamazoo, Mich.

is no sense in a thing of this kind. A person does not need the imagination of a Hugo or a Balzac to understand what a bookkeeper is without having a picture of one before him, and stenographers are plenty enough to be familiar to most people. This advertiser might better occupy his space in telling his story.

* * *

Nearly three-fourths of this trade paper advertisement, clipped from the house organ of Marshall-Wells Hardware Company is devoted to a picture which means absolutely nothing. The little boy or girl are either trying to pull a can of Heath & Milligan paint up a hill or else they are trying to push it down, and in either case nobody cares whether they succeed or not. Such an illustration is absolutely useless and a waste of space. Those who use such pictures are turning back the wheels

of progress—insofar as trade paper advertising is concerned—and the aforesaid wheels move slowly



Always Seasonable

Spring
Summer
Autumn
Winter

THE FOUR FAVORITES—
Heath & Milligan's Paints!
Pratt & Lambert's Varnishes
Murale's Wall Coverings.
Poulsen's Brushes

ARE PROFIT BUILDERS

If you are truly interested in the progress of your business and these lines are not represented in your store, you should write at once for full agency particulars

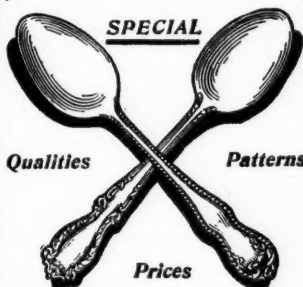
MARSHALL WELLS & HOWE, CO.
Exclusive Distributors

enough under the most favorable circumstances.

Increase Your Sales

USE

**Silverware
for Premiums**



International Silver Co.

Factory "C,"
Bridgeport, Conn.

NO MISGIVINGS

When we get the last lot of inks ordered, will give them a good trial, *but we have no misgivings*, as we have used your inks for years (the writer having used them in Omaha) and know what to expect of them. Having shown your ability to produce high grade goods we will not hesitate to haul you over the coals if your inks ever fail to make good.

The Okanogan Record, Conconully, Wash.

FRANK PUTNAM, M'gr.

My hardest task in the business is to induce printers to order a trial lot of my inks. They seem to be skeptical about sending the money in advance, and rather than take the risk, continue in the old rut of paying exorbitant prices for the privilege of settling the bill in thirty or sixty days. Those who buy regularly from me have no misgivings, as they realize that the money will be refunded, also the transportation charges, if the inks fail to make good. Send for my price list and specimen book and it will open your eyes.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, NEW YORK

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

G. P. BALCH,
Advertisements and Follow-Up Matter.
1514 Vernon Avenue,
LOUISVILLE, Ky.

Editor Ready Made Department:

I certainly enjoy reading the criticism of this department and also of the Commercial Art matter. Realizing that every one must contribute to these departments to receive the most good, I am inclosing you five ads of the Royal Magnesian Spring Water Co., which I published in the Louisville *Herald*. Thanking you in advance for any criticism, I remain,

Yours very truly,

G. P. BALCH.

Among the ads submitted is a full page from the Louisville (Ky.) *Herald* of March 11th. Across the top and occupying a full third of the depth is a half-tone showing what is presumably the entrance to the spring and, nearby, the house in which the water is barreled, a separate section of the same plate showing the barrels being loaded into a train from wagons. The picture is not very well drawn, but it helps to tell the story and is impressive by reason of its size alone. The text of the ad, reprinted herewith, is written in an interesting and convincing way. There are three circles following the text, each representing a drop of water magnified 250 diameters. The one showing the spring water hasn't even a speck within the circle, while within the other two (representing river and pump water) are things that you would hate to meet in the street, much less to put into your stomach. There is also a half-tone cut of a water cooler (furnished free to customers) which would have looked more like a water cooler and less like a ton of coal if the useless background had been removed before printing. On the

whole, I regard it as a good, strong ad—one that justified the use of a page. And I am bound to say that the smaller ads seem to be quite as good, in proportion to the space used.

THE ROYAL MAGNESIAN SPRING.

Kentucky's Purest Water.

This beautiful spring has for more than two centuries cheered the weary traveler and been a blessing to mankind. Long before the Civil War when Kentucky was an integral part of Virginia, when the Indian reigned supreme in the Western, now the Middle Western or Central States, the Royal Magnesian Spring was the Mecca for the Indian pilgrim and known as the Cool Spring. The old Indian trail from Westport, Ky., south, wound by the Royal Magnesian Spring, and the first settlement in this section was made there in 1824. In 1842 Zachariah Head, one of Kentucky's foremost distillers, appreciating the magnificent and bountiful waters, located his brandy distillery there, and to-day "Oldham County Brandy's" fame is world-wide.

About the beginning of the Civil War the distillery was destroyed. Since that date the spring has been the stopping place for the stage and those driving from New Castle to Louisville. It is the supreme point of interest in a country full of pleasures. The water bubbles up out of the earth from under a ridge as clear and sparkling as nature ever gave forth at the rate of hundreds of gallons per day. A great improvement in the care of this marvelous spring has been brought about. A cement basin in the stone spring-house is used to preserve its purity, so the spring and the water are not exposed to the air, being completely walled up and under lock and key. Not an atom of impurity from outside sources. An air-tight reservoir has been built under the shipping room, and the water runs through a galvanized iron pipe located several feet underground from the spring to this reservoir and the overflow from there to the creek below.

From the reservoir the water is drawn into sterilized steel casks for conveyance to this city. On arrival here the water is put into bottles, which have been thoroughly scalded under strict supervision. From first to last the water has scarcely been exposed to the air and has had no chance to lose one iota of its life, its sparkle or its purity. It is a table water naturally and originally pure. This beautiful spring water for luncheon, dinner or

bedtime, for health, strength and nerve, is delivered anywhere in the city, and is served in all the leading hotels and cafes.

Order this water once and you will never do without it a day afterward. Write or telephone for Free Booklet and stop drinking Ohio River mud.

ANALYSIS.

Grains per gallon: Sodium Chloride, 0.20; Potassium Sulphate, 0.61; Magnesian Sulphate, 0.64; Silica, 0.44; Ferrous Carbonate, 0.07; Calcium Carbonate, 7.02; Magnesia Carbonate, 5.29; Zinc Carbonate, 0.03; Lithium Carbonate, trace.

The water is a splendid uric acid solvent and is good for Rheumatism and for Kidney and Stomach troubles. Try it and you'll be convinced.

OUR PERFECT COOLER.

The water and ice are kept in separate compartments, thus giving absolute protection from all impurities due to handling or dirty ice. The absence of coiled pipes, corners, crevices or inaccessible parts prevents all danger of the cooler becoming foul, slimy or sour. The entire cooler is absolutely rust-proof.

ENDORSED BY LEADING PHYSICIANS.

Our free booklet, sent on request, contains the testimonials of over twenty of Louisville's foremost Doctors who unhesitatingly recommend the water for Rheumatism, Kidney and Stomach troubles. Order it to-day.

SPECIAL RATES FOR "HERALD" READERS.

Telephone Home 1489 or Cumberland South 885A, and place your order at the following rates or send thirty cents for three gallons, a trial order, or ten gallons for a dollar. It is well worth your while to try this splendid water. It is in a class by itself—clear as crystal, and absolutely pure. The rates are \$1.50 per month for one half gallon per day, \$2.50 per month for one gallon per day or \$4.50 per month for 2 gallons per day.

ROYAL MAGNESIAN SPRING WATER CO.,

1012 Third Street, Louisville, Ky.

From a Series of Short, Strong Ones in the Newark (N. J.) Evening News.

The "know-how" is the secret of good bread-baking. In

Mango Bread

the secret is applied every day—in exactly the same way.

MANGELS & SCHMIDT COMPANY,
Newark, N. J.

This One from the Lynn (Mass.) Evening Item Will Help Sell Haddock Spawn to Those Who Have Never Eaten Them, Because It Tells, In An Appetizing Way, How To Prepare the Dish.

Haddock Spawn

10c. lb. 3lbs. 25c.

Boil them in a little salt and water or fry them in butter, lard or pork fat. Serve hot. Season with a little butter, pepper and salt. They're delicious. Try them to-day.

WILLIAMS BROS.,
Sellers of Sea Swimmers.
215 Union Street,
Lynn, Mass.

A Harmless Sort of "Jolly," but it Wastes Space and Delays Getting Down to the Real Business of the Ad. Prices and Particulars Would be Much More Effective. From the Shelbyna (Mo.) Democrat.

Mr. Man!

DOES YOUR WIFE HAVE TASTE?

She evidently does, and she certainly proved it when she selected you for a husband, but have you judgment? You certainly must have, and exercised it accordingly, when you selected her for a wife. You are the very people we are looking for, as taste and judgment go hand in hand, and are especially essential when it comes to selecting and appreciating the necessities tending to make your house a "home" as it should be in the true sense of the word, and a reflection of credit to both of you.

May we assist you, more particularly when it comes to your spring carpets and draperies? Make your selections early and don't imagine because we have a little snow that spring is not just around the corner (it's always darkest just before dawn) and remember: We make claims we can fulfill, and fill 'em right up to the rim.

We sew carpets, make shades, frame pictures, repair Furniture.

REID & WHITE,
Home Furnishers,
Shelbina, Mo.

Editor Ready Made Department:

Would be pleased to have your criticism on the inclosed ads. This merchant is located quite a distance from the business center of Cleveland. He uses 2, 2½ and 3 inch spaces every Saturday in the Cleveland press. Any suggestions toward improvement will be cheerfully received. Yours truly,

AN ARDENT READER.

It is a good idea for this "out-of-the-way" optician to advertise all the advantages of his location to his customers, by using a Cleveland daily of large circulation once or twice a week; but whether he ought to use space on Saturday evening, in preference to Friday or some other evening, is not quite so clear. When the ad is read on Saturday night, it is too late for any eye examinations on that day, there is nothing doing on Sunday, of course, and by Monday he may easily be forgotten. If he gets into the Wednesday, Thursday or Friday evening issues he reaches most people at a time when the heavier business or domestic duties of the early part of the week are out of the way, and when only a few hours need elapse between the reading of his ad and an examination of the reader's eyes. I should say, get into the evening paper a day or two earlier in the week, and try out a Sunday paper, too. The ads, as shown by the two here reproduced, seem to be all right:

WHY IS IT

That I have customers coming from all parts of the city to my out-of-the-way location? Because they have learned to know that aside from the great saving in cost of glasses they receive more careful attention in fitting than elsewhere.

C. A. RADDE,

Optician,

1391 Woodland Ave. (Old No.)

"Downtown opticians can't compete with my prices. I do compete with their service."

THE CONFIDENCE

of my customers is my biggest business asset. It has been won by strict ad-

herence to the principle "Honesty is the best policy." If you are in doubt as to the true condition of your eyes, pay me a visit. If necessary to consult an oculist for medical treatment I will advise you accordingly.

C. A. RADDE,

Optician,

1391 Woodland Ave. (Old No.).

Another "Mitchell" Ad, from the Philadelphia Bulletin.

The Engagement Ring

is, next to the wedding ring, the true woman's most cherished possession. If it is a genuinely pure diamond—or in other words, if it is bought at Mitchell's—it will also be an investment yielding a sure return. Mitchell diamond value cannot be duplicated in Philadelphia. We are our own importers; use inexpensive stores; and sell for cash.

Fine perfect Diamond in a Tiffany Ring for \$120.

Diamond weighs about ¾ Karat.

MITCHELL'S STORES,

56 North Eighth,

37 South Eighth,

Philadelphia Pa.

Kinner Makes a Believable Claim and Therefore May Be Believed. From the Danbury (Conn.) News.

Bald Men,

or those who are warned by an increasing shiny spot that they are growing up through their hair, should remember that

KINNER'S HAIR TONIC
AND DANDRUFF
CURE

will do everything for them that any hair restorer can. We do not claim impossibilities, but do claim that if a spark of life remains in the roots, it will be quickened and stimulated.

STOPS FALLING OUT,
HELPS GROWING IN.

50 Cents.

KINNER & BENJAMIN,

Druggists,

173 Main St.,

Danbury, Conn.

'Confidential Relations' is a Good Peg On Which to Hang an Occasional Bank Ad, as Shown by This One from the Louisville (Ky.) Evening Post.

Confidential Relations

Are maintained by this company with every one of its depositors. Every transaction is regarded as strictly confidential, and no information regarding any account is given to anyone else.

Parties doing business here may depend upon the strictest privacy and secrecy regarding their affairs.

Interest allowed on deposits subject to check.

UNITED STATES TRUST COMPANY,

Offices: S. W. Cor. Fifth and Main Streets,
Louisville, Ky.,

Boxes to Rent in Safety
Vaults \$3 Per Year.

Very Good, But How Many Readers Will Know a "Watt" Hour From Any Other Hour? From Germantown (Philadelphia) Telegraph.

Electricity as Cheap as Gas!

On and after February 1, 1906, our base rate for Electric Light was reduced to ten cents per 1,000 watt hours for dwellings.

You have now at your disposal the most efficient, convenient, satisfactory illumination yet produced, at a cost on a parity with gas. Having introduced Electricity into your home, you have at your command all the electrical conveniences which make housekeeping easy, economical, safe.

There is no possible reason for delay in the use of Electric Light. Its quality is unquestioned—its convenience is acknowledged. The price is right.

A telephone call or post card will bring our representative to see you.

THE PHILADELPHIA ELECTRIC CO.,

District Office, 5954 Germantown Ave.,

Philadelphia, Pa.

"Odd" Trousers Make a Timely Tailoring Ad Subject Just Now, and This Is a Good Way to Handle It. From the Halifax (Can.) Evening Mail.

Trousers

Do your suit trousers need a day off. Separate trousers make a good substitute. Are you a wee bit tired of the pattern of your suit? Separate trousers make a good change. We have varieties enough in patterns to harmonize with any suit. We are closing out all Trousers and Suitings at greatly reduced prices. Trousers from \$3 up.

E. MAXWELL & SON,
132 Granville Street,
Halifax, Canada.

Another Seasonable One For the "Moving Man." From the Des Moines (Ia.) Daily News.

Oh, What a Difference In The Morning

Thought it would be easy to do it yourself, didn't you, when you moved into your new house? But when you gazed at that \$15 broken mirror, that ruined picture, and figured up the cost of several bottles of arnica for those bruised and aching sore spots on yourself, you swore by all that's black and white, that hereafter you'd turn such jobs over to us.

It's too bad you didn't get wise before and avoid all that trouble. Any level-headed man, or woman, knows that with our equipment, facilities and low prices, it is cheaper to let us do their moving, storing, packing and shipping, than it is to try to do it themselves. We are specialists in this line, and we handle anything—big or little—promptly. Phone us.

BLUE LINE TRANSFER,
WAREHOUSE &
VAN CO.,

Office 311 Fifth Street,
Des Moines, Ia.

Cut freight rates on household goods to Pacific Coast points.

INDIAN TERRITORY AND KANSAS

NEWSPAPERS WORTH COUNTING

(INCLUDING, DOUBTLESS, SOME THAT ARE NOT).

COMPRISING

- 1.—The Star Galaxy ★
 - 2.—The Gold-Mark Papers (◉◉)
 - 3.—The Roll of Honor
- AND
- 4.—All that print 1,000 copies regularly (or ever thought they did), according to the ratings assigned in the 1906 edition of *Rowell's American Newspaper Directory*, which will be ready for subscribers on

Monday, May 21.

INDIAN TERRITORY.

Ardmore, *Ardmoreite*, evening, Sunday and weekly:

Copies printed: The daily issue of this paper had credit for an average issue of 1,077 in 1901, and 2,068 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

The weekly had credit for an average issue of 2,538 in 1901 and 3,291 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Ardmore, *Western Christian Advocate*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bartlesville, *Examiner*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bristow, *Record*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had

an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Caddo, *Herald*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Chickasha, *Express*, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Comanche, *Reflex*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Durant, *News*, evening and weekly:

Copies printed: For the year 1903

the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Holdenville, Times, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Madill, News, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Miami, Record-Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Muskogee, Times-Democrat, evening and weekly:

Copies printed: Daily, 2,381 actual average for 1905.

Muskogee, Phoenix, morning and weekly:

Copies printed: For the year 1903 the daily edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The weekly had credit for an issue of 1,560 in 1894 and 1,250 in 1896, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Okemah, Journal, semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and every year since, including 1905.

Okmulgee, Capitol News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Okmulgee, Chieftain, weekly:

Copies printed: This paper had credit for an average issue of 1,024 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Paul's Valley, Chickasaw Enterprise and Valley News, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Purcell, Register, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sallisaw, Star, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

South McAlester, Capital, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,743 in 1896 and 1,775 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Tahlequah, Arrow, weekly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Tulsa, Democrat, evening and weekly:

Copies printed: For the year 1900 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Tulsa, Indian Republican, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Vinita, Chieftain, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a

rating to that effect. It has not since made any renewal of the claim.

Wagoner, *Sayings*, evening and weekly:

Copies printed: For the year 1899 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Wagoner, *Record*, weekly:

Copies printed: This paper had credit for an average issue of 1,291 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

KANSAS.

Abilene, *Chronicle*, evening and weekly:

Copies printed: No satisfactory statement has ever been secured from either edition of this paper, but the weekly issue had credit for exceeding 1,500 in 1904 and more than 1,000 in 1905.

Abilene, *Reflector*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue exceeding 1,000 in 1898 and 1,600 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Abilene, *Democrat*, weekly:

Copies printed: This paper had credit for an issue of 1,650 for the year 1901, but has not since made claim to issuing so many as 1,000 copies.

Abilene, *Dickinson Co. News*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1897 and again in 1905.

Allen, *Northern Lyon Co. Journal*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Alma, *Enterprise*, weekly:

Copies printed: 1,084 in 1895
1,292 in 1901
1,289 in 1904
1,324 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Alma, *Signal*, weekly:

Copies printed: This paper had credit for an average issue of 1,269 in 1903 and 1,527 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Arkansas City, *Traveler*, evening; *Republican Traveler*, weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Arkansas City, *X-Rays*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,274 for the year 1900 and 1,336 in 1903, but has not since made claim to issuing so many as 1,000 copies.

Arkansas City, *Democrat*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Atchison, *Globe*, daily and weekly:

Copies printed: The daily edition of this paper had credit for an issue of 4,000 in 1894 and 5,590 in 1904, since which it has not furnished a report, but was credited with more than 4,000 in 1905.

No definite and satisfactory statement has ever been secured from the weekly edition, but it was given credit for exceeding 2,250 in 1905.

Atchison, *Champion*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atchison, *Kansas Staats Anzeiger*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1903 and in 1905.

Belleville, *Freeman*, evening and weekly:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Belleville, *Telescope*, weekly:

Copies printed: This paper had credit for an average issue of 2,603 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Beloit, *Western Call*, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but

the daily had credit for exceeding 1,000 in 1903, but has not since set up any claim for issuing so many.

The weekly had credit for an issue of 1,500 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Beloit, Gazette, weekly:

Copies printed: This paper had credit for an average issue of 1,455 in 1895 and 1,402 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Beloit, Times, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bonner Springs, Wyandotte Chieftain, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Burlingame, Enterprise, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Burlingame, Osage Co. Chronicle, weekly:

Copies printed: This paper had credit for an average issue of 1,386 in 1897 and 1,662 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Burlington, Jeffersonian, evening and semi-weekly:

Copies printed:

Semi-weekly, 1,153 in 1899
2,225 in 1904
2,260 in 1905

The semi-weekly edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Burlington, Independent, weekly:

Copies printed: This paper had credit for an average issue of 1,323 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Burlington, Republican, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the ac-

cordance of a rating to that effect. It has not since made any renewal of the claim.

Chanute, Sun, evening:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1903 and 1905.

Chanute, Tribune, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,467 in 1903 and 1,696 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Chanute, Blade, weekly:

Copies printed: This paper had credit for an average issue of 1,061 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Chanute, Times, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Clay Center, Dispatch, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,464 in 1897 and 2,110 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Clay Center, Times, weekly:

Copies printed: 1,440 in 1895
2,233 in 1901
2,097 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Clay Center, Western Breeders' Journal, monthly:

Copies printed: 2,475 in 1899
2,875 in 1900
5,058 in 1902
8,019 in 1903
14,510 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Coffeyville, Journal, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from the daily edition of this paper, but it had credit for exceeding 1,000 in 1905.

The weekly had credit for an average issue of 1,272 in 1900 and 2,179 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Columbus, Advocate, evening; Advocate and Courier, weekly:

Copies printed: For the year 1902

the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Columbus, Modern Light, weekly:

Copies printed: This paper had credit for an average issue of 1,420 in 1894 and 2,055 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Concordia, Blade, evening and weekly:

Copies printed: This paper has furnished statements, concerning its issues, the accuracy of which has been questioned on what appeared to be good grounds. Neither edition had credit for so many as 1,000 in 1905.

Concordia, Kansan, weekly:

Copies printed: This paper had credit for an issue of 1,440 in 1898 and 2,188 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Council Grove, Guard, weekly:

Copies printed: This paper has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Council Grove, Republican, weekly:

Copies printed: This paper had credit for an issue of 1,400 in 1899 and 2,200 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Downs, Our Messenger, monthly:

Copies printed: 3,591 average issue in 1905.

Eldorado, Republican, evening and weekly:

Copies printed: weekly, 1,200 in 1895
2,000 in 1903
2,127 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Eldorado, Industrial Advocate, weekly:

Copies printed: This paper had credit for an average issue of 1,368 in 1895 and 1,545 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Ellinwood, Barton Co. Presse, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Ellinwood, Leader, weekly:

Copies printed: 1,084 actual average for 1905.

Ellsworth, Messenger, weekly:

Copies printed: This paper had cre-

dit for issuing more than 1,000 copies regularly in the years 1896 and 1897, but has not since set up any definite and satisfactory claim for issuing so many.

Ellsworth, Reporter, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Emporia, Gazette, evening and weekly:

Copies printed: daily, 1,754 in 1903
2,057 in 1904
2,279 in 1905

The weekly had credit for an average issue of 2,110 in 1903 and 2,061 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Emporia, Kansas Prohibitionist, weekly:

Copies printed: This paper had credit for an average issue of 1,260 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Emporia, Times, weekly:

Copies printed: This paper had credit for an issue of 1,700 in 1895 and 1,997 in 1899, but has not since made claim to issuing so many as 1,000 copies.

Erie, Record, weekly:

Copies printed: 1,814 average issue in 1905.

Erie, Sentinel, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1897 and 1899, but has not since set up any claim for issuing so many.

Eskridge, Star, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Eureka, Democratic Messenger, weekly:

Copies printed: This paper had credit for an average issue of 1,356 in 1896 and 1,736 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Eureka, Herald and Greenwood Co. Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,574 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than

1,000 every year since, up to and including 1905.

Florence, News-Bulletin, weekly:

Copies printed: This paper has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Fort Leavenworth, Journal of the U. S. Cavalry Association, quarterly:

Copies printed: This paper had credit for an average issue of 1,025 for the year 1898, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Fort Scott, Republican, morning and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,609 in 1903 and 1,540 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 1,000 in 1905.

For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Frankfort, Review, weekly:

Copies printed: This paper had credit for an average issue of 1,764 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Fredonia, Wilson Co. Citizen, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1898, up to and including 1905.

Galena, Evening Times:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Garnett, Eagle-Plainealer, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Garnett, Independent-Review, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1895 and 1896, but has not since set up any claim for using so many.

Girard, Appeal to Reason, weekly:

Copies printed: This paper had credit for an average issue of 79,414 in

1900 and 260,096 in 1903, since which it has not furnished any report, but has been credited, probably erroneously, with more than 75,000 every year since, up to and including 1905.

Girard, Press, weekly:

Copies printed: This paper had credit for an issue of 2,000 in 1897 and 2,300 in 1903, since which it has not furnished any report, but was credited with more than 1,000 every year since, up to and including 1905.

Hiawatha, Brown Co. World, weekly:

Copies printed: This paper had credit for an issue of 2,440 in 1894 and 3,157 in 1904, since which it has not furnished any definite and satisfactory report, but has been credited with more than 2,250 in 1905.

Hiawatha, Kansas Democrat, weekly:

Copies printed: This paper had credit for an average issue of 2,429 in 1896, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Hill City, Republican, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Hillsboro, Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,138 in 1902, since which it has not furnished any definite and satisfactory report, and the publisher admits that no such record is kept as would make it possible to prepare such a report; nevertheless it has been credited with more than 1,000 every year since, up to and including 1905.

Holton, Recorder-Tribune, weekly:

Copies printed: This paper had credit for an average issue of 1,700 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Holton, Signal, weekly:

Copies printed: This paper had credit for an average issue of 1,286 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Horton, Commercial, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Horton, Headlight, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1897 and 1900, but has not since set up any claim for issuing so many.

Hutchinson, *Bee*, evening; *Saturday Bee*, weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 2,163 in 1897 and 2,000 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Hutchinson, *News*, evening and weekly:

Copies printed: daily, 1,200 in 1896
2,768 in 1903
2,964 in 1904
3,435 in 1905

The weekly edition of this paper had credit for an issue of 1,000 in 1896 and 2,112 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Hutchinson, *Kansas Educator*, monthly:

Copies printed: 3,420 in 1903
7,625 in 1904
9,416 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Independence, *Reporter*, evening:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Independence, *South Kansas Tribune*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Independence, *Star and Kansan*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1895 and 1896, but has not since set up any claim for issuing so many.

Inman, *Review*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Iola, *Record*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,074 for the year 1900, but has not since made claim to issuing so many as 1,000 copies.

Iola, *Register*, evening and weekly:

Copies printed: daily, 1,454 in 1902
1,541 in 1903
2,170 in 1904
2,524 in 1905

The weekly edition of this paper had credit for an average issue of 1,449 in 1895 and 1,773 in 1900, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1904, but not thought to print so many in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Jewell, *Jewell Co. Republican*, weekly:

Copies printed: This paper had credit for an issue of 1,068 in 1894 and 1,575 in 1904. It was credited with more than 1,000 in 1905.

Junction City, *Union*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,112 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

The weekly edition had credit for an average issue of 3,618 in 1903, since which it has not furnished any report, but has been credited with more than 2,250 every year since, up to and including 1905.

Junction City, *Republic*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Kansas City, *Gazette*, evening and weekly:

Copies printed: The weekly edition of this paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Kansas City, *Labor Record*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1903 and 1905, and has claimed a higher rating, but failed to furnish information that would warrant according it.

Kansas City, *Press*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Kansas City, *Coopers' International Journal*, monthly:

Copies printed: 18,650 actual average for 1905.

Kansas City, *Journal of the Brotherhood of Boilermakers and Iron Ship Builders of America*, monthly:

Copies printed: No definite and satis-

factory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1903 and in 1905.

Kingman, Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,249 in 1902 and 1,250 in 1904, since which time the publisher asserts that no such record is kept as would make it possible to prepare such a report, but the paper was, nevertheless, credited with more than 1,000 in 1905.

Kiowa, News-Review, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1904 and 1905.

Larned, Chronoscope, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Larned, Tiller-and-Toiler, weekly:

Copies printed: This paper had credit for an average issue of 1,095 in 1897 and 1,156 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lawrence, Gazette, evening; Jeffersonian Gazette, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the weekly has had credit for exceeding 1,000 in 1903 and 1905.

Lawrence, Journal, evening and weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily had credit for exceeding 1,000 in 1905.

Lawrence, World, evening and weekly:

Copies printed: daily, 2,719 in 1902
3,266 in 1903
3,578 in 1905
Weekly, 1,000 in 1905
1,000 in 1900
3,009 in 1902
3,128 in 1903
3,180 in 1905

Lawrence, Germania, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lawrence, Fraternal Aid, monthly:

Copies printed: This paper had credit for an issue of 9,160 in 1896 and 23,437 in 1899, since which it has not furnished a definite and satisfactory re-

port, but has been credited with more than 12,500 every year since, up to and including 1905.

Leavenworth, Times, morning and weekly:

Copies printed: daily: 8,598 in 1897
10,525 in 1901
11,506 in 1905

The weekly issue had credit for an average issue of 11,271 in 1898 and 9,918 in 1901, since which it has not furnished any report, but was credited with more than 7,500 in 1902 and more than 4,000 in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Leavenworth, Tribune, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1901, and up to and including 1905.

Leavenworth, Home Record, monthly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1903 and 1905.

Lincoln, Republican, weekly:

Copies printed: This paper had credit for an average issue of 1,200 in 1903, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Lincoln, Sentinel, weekly:

Copies printed: This paper has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Lyons, Central Kansas Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,212 in 1902 and 1,657 in 1903, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

McLouth, Times, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many, in fact has admitted that it does not.

McPherson, Republican, evening; Republican and Press, weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,833 in 1895 and 2,387 in 1902, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

McPherson, Freeman, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 cop-

ies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Manhattan, Industrialist, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 in 1903 and 1905.

Manhattan, Mercury, weekly:

Copies printed: This paper had credit for an average issue of 1,104 in 1894 and 1,355 in 1899, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Manhattan, Nationalist, weekly:

Copies printed: This paper had credit for an average issue of 1,110 in 1894 and 2,132 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Manhattan, Republic, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Mankato, Western Advocate, weekly:

Copies printed: 1,741 in 1897
2,290 in 1901
2,390 in 1902
2,611 in 1903
2,768 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Marion, Record, weekly:

Copies printed: This paper had credit for issuing more than 1,300 copies regularly in the year 1896, but has not since set up any definite and satisfactory claim for issuing so many.

Marysville, Advocate-Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,748 in 1899 and 2,321 in 1903, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Marysville, Marshall Co. News, weekly:

Copies printed: This paper had credit for an issue of 2,800 in 1903, since which it has not furnished a report, but had credit for more than 1,000 in 1905.

Minneapolis, Better Way, weekly:

Copies printed: This paper had credit for an issue of 1,200 in 1897 and 1,533 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Minneapolis, Messenger, weekly:

Copies printed: This paper had credit for an issue of 1,700 in 1894 and 1,650 in 1903, since which it has not furnished any definite and satisfactory report, and the publisher admits that he

does not keep records that would enable him to make one. Nevertheless it was credited with more than 1,000 in 1905.

Minneapolis, Kansas Workman, monthly:

Copies printed: 31,150 in 1895
46,019 in 1902
46,317 in 1903
44,906 in 1904
43,809 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Minneapolis, Sprig of Myrtle, monthly:

Copies printed: 7,200 in 1895
4,685 in 1902
4,700 in 1903
4,421 in 1904
4,333 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Mound City, Linn Co. Republic, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Mound City, Torch of Liberty, weekly:

Copies printed: This paper had credit for an average issue of 1,019 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Neosho Falls, Post, weekly:

Copies printed: This paper had credit for an average issue of 1,104 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Newton, Evening Kansan-Republican, evening and weekly:

Copies printed: Both the daily and weekly editions of this paper had credit for issuing more than 1,000 copies regularly in the years 1899 and 1900, but neither has since set up any claim for issuing so many.

Newton, Journal, weekly:

Copies printed: This paper had credit for an average issue of 2,731 in 1902, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Newton, Post and Volksblatt, weekly:

Copies printed: 2,246 in 1902
2,684 in 1903
2,630 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Oberlin, Herald, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It

has not since made any renewal of the claim.

Olathe, *Mirror*, weekly:

Copies printed: 1,500 in 1895
2,577 in 1902
2,600 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Olathe, *Register*, weekly:

Copies printed: This paper had credit for an average issue of 1,182 for the year 1899, but has not since made claim to issuing so many as 1,000 copies.

Olathe, *Republican-Tribune*, weekly:

Copies printed: This paper had credit for an average issue of 1,198 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Onaga, *Herald*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Osawatomie, *Graphic*, weekly:

Copies printed: This paper had credit for an average issue of 1,056 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Osborne, *Osborne Co. Farmer*, weekly:

Copies printed: This paper had credit for an issue of 1,950 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Osborne, *Osborne Co. News*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Oskaloosa, *Independent*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1900 and 1902, but has not since set up any claim for issuing so many.

Oskaloosa, *Times*, weekly:

Copies printed: This paper had credit for an average issue of 1,192 for the year 1897, but has not since made claim to issuing so many as 1,000 copies.

Oswego, *Democrat*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Oswego, *Independent*, weekly:

Copies printed: This paper had credit for an average issue of 1,605 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Ottawa, *Evening Herald*, daily and weekly:

Copies printed: Daily, 1,661 average issue in 1905.

The weekly edition had credit for an average issue of 1,911 for the year 1900, but has not since made any definite and satisfactory claim to issuing so many as 1,000 copies.

Ottawa, *Republic*, evening and weekly:

Copies printed: daily: 1,060 in 1903
1,292 in 1904
1,645 in 1905
Weekly, 2,087 in 1903
2,070 in 1904
1,875 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Ottawa, *Independent and Journal*, weekly:

Copies printed: This paper had credit for an average issue of 4,468 in 1896 and 1,344 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Ottawa, *Chautauqua Assembly Herald*, monthly:

Copies printed: This paper had credit for an average issue of 2,750 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Ottawa, *Select Knight*, monthly:

Copies printed: 3,841 in 1899
5,914 in 1901
5,199 in 1903
4,535 in 1905

Statements from this paper, covering the same period, have sometimes failed to agree.

Paola, *Miami Republican*, weekly:

Copies printed: 1,250 in 1894
1,898 in 1904
1,976 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Paola, *Western Spirit*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Parsons, *Eclipse*, evening and weekly:

Copies printed: For the year 1903 both the daily and the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but neither furnished such definite information as would warrant the accordance of a rating to that effect,

and neither has since made any renewal of the claim.

Parsons, *Sun*, morning and weekly:

Copies printed: daily, 1,746 average issue for 1905.

The weekly edition had credit for issuing more than 1,000 copies regularly in the years 1898 and 1900, but has not since set up any claim for issuing so many.

Parsons, *Palladium*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Parsons, *Weavers' Herald*, monthly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many.

Peabody, *Gazette*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1905.

Phillipsburg, *Dispatch and Herald*, weekly:

Copies printed: This paper had credit for an average issue of 1,041 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Pittsburg, *Headlight*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an issue of 1,527 in 1895, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Pittsburg, *Kansan*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pittsburg, *Volksfreund*, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it has had credit for exceeding 1,000 since 1903, up to and including 1905.

Pleasanton, *Enterprise*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pleasanton, *Herald*, weekly:

Copies printed: For the year 1897 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pleasanton, *Observer*, weekly:

Copies printed: This paper had credit for an average issue of 1,859 in 1901, since which it has not furnished any report, but has been credited with more than 1,000 every year since, up to and including 1905.

Pratt, *Pratt Co. Republican*, weekly:

Copies printed: This paper had credit for an average issue of 1,163 in 1899 and 1,610 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Pratt, *Pratt Union*, weekly:

Copies printed: This paper had credit for an average issue of 1,229 in 1901 and 1,476 in 1904, since which it has not furnished a report, but was credited with more than 1,000 in 1905.

Randolph, *Enterprise*, weekly:

Copies printed: 1,051 in 1903
1,089 in 1904
1,146 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Sabetha, *Republican-Herald*, weekly:

Copies printed: This paper had credit for an average issue of 1,090 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Saint John, *County Capital*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Salina, *Journal*, evening and semi-weekly:

Copies printed: No definite and satisfactory statement has ever been secured from either edition of this paper, but the daily had credit for exceeding 1,000 in 1905.

Salina, *Union*, evening and semi-weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 1,500 in 1895 and 2,093 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Salina, *Herald*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 cop-

ies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sedan, Lance, weekly:

Copies printed: This paper had credit for an average issue of 1,385 in 1897 and 1,421 in 1901, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Sedan, Times-Star, weekly:

Copies printed: This paper had credit for an issue of 1,250 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Seneca, Courier-Democrat, weekly:

Copies printed: This paper had credit for an average issue of 1,217 in 1898 and 1,288 in 1900, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Seneca, Tribune, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Smith Center, Smith Co. Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,340 for the year 1899 and over 1,000 in 1901, but has not since made claim to issuing so many as 1,000 copies.

Smith Center, Smith Co. Pioneer, weekly:

Copies printed: This paper had credit for an average issue of 1,117 for the year 1898 and over 1,000 in 1904, but has not since made claim to issuing so many as 1,000 copies.

Stafford, Stafford Co. Republican, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sterling, Journal, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Sterling, Kansas Bulletin, weekly:

Copies printed: This paper had credit for an average issue of 1,245 in 1899 and 2,089 in 1904, since which it

has not furnished a report, but was credited with more than 1,000 in 1905.

Thayer, News, weekly:

Copies printed: This paper had credit for an average issue of 1,033 in 1901 and 1,075 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 1,000 in 1905.

Topeka, Capital, morning; Kansas Capital, semi-weekly:

Copies printed: daily, 9,163 in 1895
12,673 in 1900
14,545 in 1902
14,875 in 1903
17,531 in 1904
20,763 in 1905

The semi-weekly edition had credit for an average issue of 15,203 in 1895 and 16,550 in 1904, since which it has not furnished a report, but was credited with more than 12,500 in 1905.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Herald, evening:

Copies printed: 6,260 in 1902
8,122 in 1903
9,795 in 1904
10,124 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, State Journal, evening:

Copies printed: 9,217 in 1895
13,473 in 1900
13,012 in 1902
13,781 in 1903
15,498 in 1904
15,002 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Farmers' Advocate, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 4,000 in 1902 and more than 2,250 in 1905.

Topeka, Farmers' Mail and Breeze, weekly:

Copies printed: 4,516 in 1895
16,329 in 1900
32,447 in 1902
41,115 in 1903
52,138 in 1904
60,668 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Kansas Farmer, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 4,000 in 1895 and more than 2,250 in 1905.

Topeka, Merchants' Journal, weekly:

Copies printed: 2,460 in 1896
2,521 in 1901
2,656 in 1903
2,600 in 1904
2,848 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Plaindealer, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has not been forthcoming.

Topeka, Western Veteran, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1900, but has not since set up any claim for issuing so many.

Topeka, Western Odd Fellow, semi-monthly:

Copies printed: 6,065 in 1896
6,063 in 1900
6,671 in 1902
6,534 in 1903
6,379 in 1904
5,946 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Household, monthly:

Copies printed: 13,100 in 1903
67,750 in 1904
122,508 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Missouri Valley Farmer, monthly:

Copies printed: 97,617 in 1901
104,541 in 1902
110,667 in 1903
135,500 in 1904
175,641 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Topeka, Western School Journal, monthly:

Copies printed: 8,020 in 1895
7,791 in 1901
8,116 in 1902
8,175 in 1903
7,808 in 1904
7,908 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Troy, Kansas Chief, weekly:

Copies printed: This paper had credit for an average issue of 1,779 for the year 1890, but has not since made claim to issuing so many as 1,000 copies.

Valley Falls, Farmers' Vindicator, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1900, but has not since set up any claim for issuing so many.

Wamego, Times, weekly:

Copies printed: This paper had credit for an average issue of 1,296 in 1901, of 1,200 in 1902, since which time it has not furnished a report, but was credited with printing more than 1,000 copies in 1903 and 1905.

Washington, Republic-Register, weekly:

Copies printed: No definite and satis-

factory statement has ever been secured from this paper, but it had credit for exceeding 1,000 in 1896 and 1905.

Wathena, Republican, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Wellington, weekly:**Monitor-Press,**

Copies printed: 1,130 in 1896
1,259 in 1900
1,533 in 1901
1,530 in 1903
1,812 in 1904
1,760 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Wellington, People's Voice, weekly:

Copies printed: This paper had credit for an average issue of 1,816 in 1895 and 2,540 in 1903, since which it has not furnished any report, but was credited with more than 1,000 in 1905.

Westmoreland, Recorder, weekly:

Copies printed: 1,538 in 1900
1,382 in 1901
1,334 in 1902
1,420 in 1903
1,439 in 1904
1,519 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Wichita, Beacon, evening and weekly:

Copies printed: daily, 3,700 in 1895
7,528 in 1900
10,249 in 1902
10,391 in 1903
11,302 in 1904
12,002 in 1905

The weekly issue had credit for an average of 2,160 in 1901, since which it has not furnished a report, but has been credited with more than 1,000 every year since, up to and including 1905.

The daily issue of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Wichita, Eagle, morning and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 9,695 in 1895 and 19,800 in 1904, since which it has not furnished a definite and satisfactory report, but was credited with more than 17,500 in 1905.

The weekly edition had credit for an average issue of 9,123 in 1895 and 6,674 in 1902, since which it has not furnished any definite and satisfactory report, but was credited with more than 2,250 in 1905.

Wichita, Catholic Advance, weekly:

Copies printed: No definite and satisfactory statement has ever been secured

from this paper, but it had credit for exceeding 2,250 in 1902 and more than 1,000 in 1905.

Wichita, Democrat, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Wichita, Herold, weekly:

Copies printed: This paper had credit for an average issue of 1,805 in 1899, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies every year since, up to and including 1905.

Wichita, Kansas Commoner, weekly:

Copies printed: No definite and satisfactory statement has ever been secured from this paper, but it had credit for exceeding 2,250 in 1900 and more than 1,000 every year since, up to and including 1905.

Wichita, Price Current, weekly:

Copies printed: 1,300 in 1901
2,415 in 1903
2,954 in 1904

Wichita, Primitive Christianity, weekly:

Copies printed: This paper has on two occasions, since 1900, indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has not been forthcoming.

Wichita, Star, weekly:

Copies printed: 1,651 in 1900
2,345 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Wichita, Southwestern Grain and Flour Journal, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Winfield, Courier, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of 2,172 in 1897, since which it has not furnished any definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Winfield, Free Press, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a

rating to that effect. It has not since made any renewal of the claim.

Winfield, Albright's Farm and Ranch, weekly:

Copies printed: This paper had credit for an average issue of 2,968 in 1904, since which it has not furnished a report, but was credited with more than 2,250 in 1905.

Winfield, Tribune, weekly:

Copies printed: This paper had credit for an average issue of 2,375 in 1897 and 2,114 in 1899, since which it has not furnished a definite and satisfactory report, but has been credited with more than 1,000 every year since, up to and including 1905.

Yates Center, News, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Yates Center, Woodson Co. Advocate, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

EXHAUSTIVE FOLLOW-UP.

An Englishman who wished to dispose of a certain commodity declined to advertise it on the ground that it would be too much trouble to answer all the letters he would be sure to get.

"I have had occasion to advertise twice since coming to this town," he said, "and each time it took me three whole days to clean up the correspondence."

"But you don't mean to say that you answered all the letters you received?" said a bewildered friend.

"I certainly did," returned the Englishman. "What else could a gentleman do? Those people had been kind enough to write to me, and even though most of the letters were worthless they represented time and labor and expense, and common courtesy demanded that I reply to tell the writer that I could not see my way clear to transact further business with him."—*New York Sun*.

THE FIRST SANDWICH MAN.

Advertising is pre-eminently a modern business, yet one phase of it, like much of our commercial system, found its origin in Italy of the Middle Ages.

The sandwich man made his first appearance in 1346 on the streets of Florence. The wine merchant's there were in the habit of hiring indigent individuals to parade the streets dressed to represent straw-covered wine-bottles. Now, the custom has spread to all the great cities of the globe.—*Associated Sunday Magazine*.

"FORTY YEARS AN ADVERTISING AGENT." By GEORGE PRESBURY ROWELL.
Cloth and gold. 517 pages. Thoroughly indexed.

*The INTERIOR of Chicago, in its issue of
May 3, 1906, says of this book:*

FORTY YEARS AN ADVERTISING AGENT, by George P. Rowell, is interesting as a psychological study rather than as a history of business. Mr. Rowell frankly confesses that after nearly half a century spent in appealing to the public eye—and purse—he finds it impossible to foresee the public reception of any advertisement. Few, if any, tradesmen have made fortunes in the past twoscore years who were not great advertisers, but almost as many great advertisers went to the wall. When the "aged clergyman whose sands of life have nearly run out" struck that happy phrase he uncovered a veritable gold mine, but the dozen or two who tried to imitate him made a "water haul." He shows us how more than one manufacturer built up a great trade by a happy combination of merit and publicity, but, having sold out his first plant, failed completely in his second venture with an article equally as good and advertising as liberal and well phrased. The author takes us into his confidence, and tells us how, having made a competence in his legitimate line, he turned farmer, only to make a dismal failure of it; and then a country editor, to see his subscription list go to nothing; and, finally, as proprietor of a patent medicine advertised by himself in his own way, he came perilously near the edge of bankruptcy. Any graybeard who wishes to renew his acquaintance with Ayer's Cherry Pectoral and Merchant's Gargling Oil and Drake's S. T.—1860—X, Plantation Bitters, and forty other popular dopes of the long ago, will find the story admirably told here. And the best thing about the book after all is the charming personality of the man who can praise a rival and speak kindly even of the bitterest foe.

Price, \$2. Can be ordered of booksellers or news agents, or will be sent by mail, postage paid, on receipt of price. Address with check or postal order: Printers' Ink Publishing Company, 10 Spruce Street, New York City.